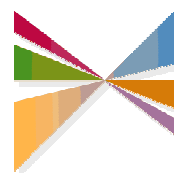




SCAG REGIONAL AIRPORT DEMAND MODEL SURVEY ANALYSIS WORKING PAPER



Prepared for:
SOUTHERN CALIFORNIA
**ASSOCIATION of
GOVERNMENTS**

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1

INTRODUCTION

The Southern California Association of Governments (SCAG) is developing a Regional Airport Demand Model to inform mid- and long-term aviation planning decisions throughout the SCAG region. Southern California is the nation's largest airline passenger market, and most of the region's commercial airports face physical, legal, or political constraints that limit their ability to accommodate future growth in passengers and/or aircraft operations. Given the major planning challenges facing the region, SCAG is developing the Regional Airport Demand Model in order to evaluate alternative airport development and utilization paths and to identify strategies that can effectively satisfy the transportation requirements of residents and visitors to the region. This state-of-the-art tool is being designed to help SCAG better understand the evolution of airport demand and air services and to aid the organization in assessing aviation development needs and the impacts of airport constraints as aviation demand in Southern California grows in the future.

The Regional Airport Demand Model has three key components:

- An air passenger demand or trip generation module;
- An airport choice and airport ground access mode choice module; and
- An air service supply and forecasting module.

At SCAG's request, the Study Team is developing the model in three distinct phases, with Phase I focused on overall model design and development of the trip generation component (to be completed in September 2003). The trip generation model will provide an accurate mapping of current airline passenger trips by ground origin across the Southern California study region. It will also be capable of mapping future passenger trip generation, either through an internal forecasting procedure or through disaggregation of regional traffic forecasts prepared by SCAG or other entities.

In Phase I, the mapping of current trip generation is being accomplished through an analysis of existing passenger intercept surveys that have been conducted at the region's major commercial airports over the past several years. In a subsequent phase of the project, the trip generation model will be refined based on new passenger surveys that will be designed to supplement the existing surveys in terms of both airport coverage and the specific information collected from passengers.

This working paper describes the analysis of the existing passenger surveys, addressing issues such as airport coverage, survey periods, sample size, survey

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content, and the geographic distribution of demand. While the discussion in this paper focuses on the use of the passenger surveys for the Phase I trip generation model, the surveys will also be used to calibrate the airport choice and ground access mode choice models that will be developed in Phase II of the study.

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REGIONAL OVERVIEW

As shown in Exhibit 1, there are six counties in the SCAG region: Ventura County, Los Angeles County, Orange County, Riverside County, San Bernardino County, and Imperial County. Within this region, there are six primary commercial airports:

- LAX – Los Angeles International Airport in Los Angeles County;
- BUR – Burbank-Glendale-Pasadena Airport in Los Angeles County;
- LGB – Long Beach Airport in Los Angeles County;
- ONT – Ontario International Airport in San Bernardino County;
- SNA – John Wayne Airport in Orange County; and
- PSP – Palm Springs International Airport in Riverside County.

Exhibit 1: The Airports Within and Surrounding the SCAG Region



In addition, the SCAG region includes three commuter airports: Palmdale Regional Airport (PMD) in Los Angeles County, Imperial County Airport (IPL) in Imperial County, and Oxnard Airport (OXR) in Ventura County. Oxnard and Imperial County are both served by United Express (SkyWest) commuter service to LAX, while Palmdale has not had scheduled airline service since 1998.

The SCAG region also includes current and former military airfields as well as all-

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cargo and general aviation airports. SCAG has identified certain of these airfields, such as Southern California Logistics Airport (VCV – formerly George Air Force Base), March Global Port (RIV – joint use with March Air Reserve Base), San Bernardino International Airport (SBD – formerly Norton Air Force Base), and MCAS El Toro as potential sites for future commercial activity.

Outside of the SCAG region, there are three airports that could influence the Regional Airport Demand Model: San Diego International Airport (SAN) in San Diego County, Meadows Field (BFL) in Kern County, and Santa Barbara Airport (SBA) in Santa Barbara County. A San Diego passenger survey from 1998 indicates that some residents of the SCAG region (particularly in Orange County and Riverside County) fly from San Diego International. Conversely, approximately 700,000 annual passengers with ground origins in San Diego County initiated their airline trips at LAX. An analysis of SABRE ticketing data from September 2001 through March 2002 indicates that nearly sixty percent of passengers in the Bakersfield area begin their air trips at LAX. Finally, a small survey of Santa Barbara passengers indicates that Santa Barbara Airport draws approximately six percent of its passengers from Ventura County in the SCAG region. At this point in time, SCAG is holding discussions with San Diego and Kern Counties to potentially gain their participation in the Regional Airport Demand Model study.

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SURVEY INVENTORY

As shown in Exhibit 2, the nine primary commercial airports in Southern California (including San Diego, Santa Barbara, and Bakersfield outside the SCAG region) handled approximately 105 million total passengers (enplaned plus deplaned) in the twelve months ending June 2001 (YE 2Q 01). Adjusting for connecting and transit passengers, principally at Los Angeles International Airport (LAX), these airports accommodated an estimated 83 million origin-destination passengers.

Exhibit 2: Total and O&D Passengers at Primary Commercial Airports in Southern California (YE 2Q 01)

Airport	Code	Total Apt Passengers	Estimated Local O&D Passengers	Percent of Region	Survey Data
Six SCAG Primary Commercial Airports					
Los Angeles	LAX	67,193,000	45,691,000	55.1%	Excellent
Orange County	SNA	7,611,000	7,535,000	9.1%	Good
Ontario	ONT	6,922,000	6,714,000	8.1%	Excellent
Burbank	BUR	4,766,000	4,719,000	5.7%	Limited
Palm Springs	PSP	1,255,000	1,242,000	1.5%	Limited
Long Beach	LGB	599,000	587,000	0.7%	Limited
Subtotal		88,346,000	66,488,000	80.2%	
Commercial Airports Adjacent to SCAG Region					
San Diego	SAN	15,973,000	15,334,000	18.5%	Limited
Santa Barbara	SBA	781,000	773,000	0.9%	Limited
Bakersfield	BFL	302,000	299,000	0.4%	See Note 1
Subtotal		17,056,000	16,406,000	19.8%	
Total Region		105,402,000	82,894,000	100.0%	

/1: While no survey data is available for Bakersfield, a market leakage study based on ticket data does provide some information on airport choice. Limited survey data is also available for Palmdale, which currently has no scheduled passenger service.

Source: Airport Records and Study Team Analysis

The Study Team has collected passenger surveys at all of the SCAG primary commercial airports and has collected some limited data at the commercial airports adjacent to the SCAG region. This information includes passenger ground origins and other trip characteristics at various levels of detail. With surveys at LAX and ONT, the Study Team has excellent survey coverage for 63 percent of Southern California passengers and nearly 80 percent of passengers in the SCAG region. When the Orange County survey information is added to that collected at LAX and ONT, the Study Team has good survey coverage for 72 percent of Southern California passengers and over 90 percent of passengers in the SCAG region.

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The most extensive and comprehensive passenger intercept surveys were conducted by Los Angeles World Airports (LAWA) at LAX and Ontario International during the Spring and Summer of 2001. LAWA collected detailed information from approximately 27,000 passenger surveys at the two airports regarding ground origins, trip purpose, mode of access and a variety of other information useful for airport planning purposes. Orange County conducted both passenger intercept surveys and telephone surveys in July of 2000. At Burbank, a passenger intercept survey was conducted in October 1999 that identified the zip code of origin for a sample of passengers. More limited passenger surveys have also been conducted at Long Beach, Palm Springs, San Diego, Santa Barbara, and Palmdale. The following sections describe each of these surveys in greater detail, while Exhibit 3 summarizes the data available in each of the Southern California airport surveys obtained by the Study Team.

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Exhibit 3: Survey Data Available at Southern California Airports

	SCAG Commercial Airports						
	LAX	ONT	SNA		BUR	LGB	PSP
Total Passengers (YE 2Q 01)	67,193,000	6,922,000	7,611,000		4,766,000	599,000	1,255,000
Estimated O&D Passengers (YE 2Q 01)	45,691,000	6,714,000	7,535,000		4,719,000	587,000	1,242,000
Survey Characteristics							
Survey Type	Passenger Intercept Survey	Passenger Intercept Survey	Passenger Intercept Survey	Telephone Survey of Orange County Phones	Traffic Study Survey	Monthly Consumer Survey	Passenger Intercept Survey
Survey Date	Mar - Aug 01	Apr - Jul 01	Jul 00	Jul 00	Oct 99	Sep 02 - Feb 03	Feb 98
Obtained Summary of Results			✓	✓	✓	✓	✓
Obtained Survey Questionnaire	✓	✓	✓	✓			✓
Obtained Database of Survey Responses	✓	✓	✓	✓			
Number of Responses	20,759	6,247	635	500	2,704	107	1,202
Sample Size as % of Avg Day Psgrs YE 2Q 01	11.3%	32.9%	3.0%	2.4%	14.3%	6.5%	35.0%
Day and Time of Interview	✓	✓	✓				✓
Air Trip Characteristics							
Airline and Flight Number	✓	✓					Airline Only
Air Destination	✓	✓					
Final Air Destination	✓	✓					✓
Passenger Characteristics							
Party Size	✓	✓	✓				✓
# of People Meeting/Seeing Off	✓	✓	✓				✓
Age	✓	✓	✓	✓			✓
Gender	✓	✓	✓	✓			✓
Ethnicity			✓	✓			
Income	✓	✓	✓	✓			
Occupation							10 categories
Education Level							✓
Amount of Luggage	✓	✓					✓
Baggage Check-In Location (curbside, terminal, etc.)	✓	✓					✓
Resident/Visitor/Connecting Passenger	✓	✓	✓	Surveyed only Orange County residents			✓
Frequency of Air Travel in Past Year	✓	✓		✓			
Frequency of Air Travel from Local Airport in Past Year	✓	✓	✓	✓			✓
Place of Employment			City and zip code for Orange County workers				
Place of Residence	Asked city, country, and zip code	Asked city, country, and zip code	Asked zip code of Orange County Residents			Zip code of residents, city and state of visitors	
Trip Characteristics							
Trip Purpose	8 categories	8 categories	7 categories			4 categories	5 categories
Trip Duration	✓	✓					Asked visitors length of stay
Time Spent in Terminal			✓				✓

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	SCAG Commercial Airports						
	LAX	ONT	SNA		BUR	LGB	PSP
Survey Type	Passenger Intercept Survey	Passenger Intercept Survey	Passenger Intercept Survey	Telephone Survey of Orange County Phones	Traffic Study Survey	Monthly Consumer Survey	Passenger Intercept Survey
Ground Access Trip Characteristics							
Access Mode	13 categories, with additional details on parking, service provider, and route	12 categories, with additional details on parking, service provider, and route	9 categories				6 categories
Origin Type (Work, Hotel, Residence, etc.)	6 categories	6 categories	Asked visitors where stayed (7 categories)				
Ground Access Trip Duration	Asked, and corrected for any stops	Asked, and corrected for any stops					
Ground Origin	Asked about start of ground access trip, with address and cross-street detail	Asked about start of ground access trip, with address and cross-street detail	Asked Orange County residents where they lived		Zip code of O&D passengers	Southern CA residents specified a zip code, visitors specified city and state	Asked visitors which city they stayed in, asked home zip code
Zonal Level of Ground Origin	Geocoded to lat/long, street address, city, zip code, county, census block, TAZ, and RADAM zone	Geocoded to lat/long, street address, city, zip code, county, census block, TAZ, and RADAM zone	City and zip code		City and zip code	City and zip code	City only for visitors, zip code data surveyed but not shown in summary report
Other Information	Asked whether trip extended for leisure, amount of money spent, about ground egress trip, about consideration of other airports and ground access modes, price differential to consider ONT, about connecting flights (in and out), relative prices to use express buses	Asked whether trip extended for leisure, amount of money spent, about ground egress trip, about consideration of other airports and ground access modes, price differential to consider LAX, use of LAX for international flights, about connecting flights, about express bus pricing	Asked about local publications, web site use, reasons for choosing/not choosing John Wayne, importance of air fare, and general airport/terminal satisfaction questions	Asked about local publications, web site use, reasons for choosing/not choosing John Wayne, importance of air fare, and general airport/terminal satisfaction questions		Asked for comments about facilities, signage, and airport improvements	Asked about food/beverage/s hopping preferences, visitor activities, hobbies

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	Other Airports					
	SAN			SBA		PMD
Total Passengers (YE 2Q 01)	15,973,000			781,000		n/a
Estimated O&D Passengers (YE 2Q 01)	15,334,000			773,000		n/a
Survey Characteristics						
Survey Type	Passenger Intercept Survey	Passenger Intercept Survey	Passenger Intercept Survey	Passenger Intercept Survey - Facilities	Passenger Intercept Survey - Concessions	Telephone Survey of Palmdale Area Phones
Survey Date	Apr - May 98	Jun - Aug 98	Jan - Dec 02	May - Jul 00	May - Jul 00	May 98
Obtained Summary of Results	✓	✓	✓	✓	✓	✓
Obtained Survey Questionnaire	✓	✓		✓	✓	✓
Obtained Database of Survey Responses						
Number of Responses	401	385	1,500	235	384	950
Sample Size as % of Avg Day Psgrs YE 2Q 01	0.9%	0.9%	3.4%	11.0%	17.9%	n/a
Day and Time of Interview	✓	✓		✓	✓	✓
Air Trip Characteristics						
Airline and Flight Number				Airline only	Airline only	Most common airline
Air Destination	✓					Most common destination
Final Air Destination				✓	✓	
Passenger Characteristics						
Party Size						
# of People Meeting/Seeing Off				✓		
Age	✓	✓	✓	✓	✓	✓
Gender	✓	✓	✓	✓	✓	✓
Ethnicity	✓		✓			
Income	✓					✓
Occupation	9 categories		8 categories	✓	✓	
Education Level						
Amount of Luggage				✓		
Baggage Check-In Location (curb-side, terminal, etc.)				✓		
Resident/Visitor/Connecting Passenger	✓	✓	✓		✓	
Frequency of Air Travel in Past Year						✓
Frequency of Air Travel from Local Airport in Past Year	✓	✓		✓		
Place of Employment						
Place of Residence	Zip code and city of residence					Zip code of residence
Trip Characteristics						
Trip Purpose	3 categories	2 categories	2 categories	4 categories		2 categories
Trip Duration						
Time Spent in Terminal				✓		

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	Other Airports					
	SAN			SBA		PMD
Survey Type	Passenger Intercept Survey	Passenger Intercept Survey	Passenger Intercept Survey	Passenger Intercept Survey - Facilities	Passenger Intercept Survey - Concessions	Telephone Survey of Palmdale Area Phones
Ground Access Trip Characteristics	7 categories	6 categories		6 categories		
Access Mode			✓			
Origin Type (Work, Hotel, Residence, etc.)				6 categories		
Ground Access Trip Duration						
Ground Origin	Asked city and zip code of residence	Asked where arriving from and departing to		Asked city and state of ground access origin		
Zonal Level of Ground Origin	City and zip code	Unclear from questionnaire and summary report, survey responses unavailable		City and state		
Other Information	Asked about customer satisfaction with airport, terminal, facilities, and services	Asked basic customer satisfaction questions	Asked about customer satisfaction with airport, terminal, facilities, and services	Asked general opinions about airport and facilities and desired non-stop destinations	Asked about customer use of retail facilities and concessions and general airport satisfaction	Asked importance of various factors in airport choice

Source: Study Team Analysis

SIX SCAG COMMERCIAL AIRPORTS (LAX, ONT, SNA, BUR, LGB, AND PSP)

LAWA Passenger Intercept Surveys

The LAWA Passenger Intercept Surveys were conducted in the Spring and Summer of 2001, and the Study Team has obtained databases reflecting the weighted and geo-coded survey responses for the 20,759 passenger intercepts at LAX and the 6,247

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intercepts at ONT. The surveys were administered in the departure lounges by interviewers with handheld Personal Digital Assistants (PDAs), and the survey questionnaires are included in Appendix A of this working paper. The LAWA surveys provide extensive information on passenger characteristics, air trip characteristics, and ground access/egress trip characteristics. With the large sample size and wide range of questions, these surveys provide a sufficient level of detail to model air travel demand and air party behavior at the two airports. In addition, the high level of air service provided at LAX compared to the other regional airports ensures that LAX draws passengers from throughout Southern California. The LAX survey therefore provides information on passengers with ground origins within the primary market areas of other regional airports. This information will be useful for analyzing airport choice and market leakage, as well as for supplementing the more limited survey information available at certain regional airports.

From a trip generation standpoint, the LAWA surveys collected detailed passenger and air trip characteristics such as party size, income level, trip purpose, and frequency of air travel. In addition, the LAWA surveys provide extensive information on the traveler's ground origin, including data on type of origin (hotel, residence, etc.) at the latitude/longitude, street address, zip code, census block, and TAZ level.

The LAWA surveys also included a number of questions that can inform the airport choice analysis. In addition to the disaggregate passenger and trip data, the LAX survey asked questions such as the following (the ONT survey asked similar questions):

- When you were making your travel plans, did you consider using any airport in the Southern California Area other than LAX?
- What was your main reason for choosing LAX rather than some other airport?
- When you think of airports located in Southern California, which ones come to mind other than LAX?
- How many times in the past year have you used LAX? John Wayne (Orange County)? Burbank? Ontario?
- Are you aware of Ontario International Airport?
- If the same flight you are on today was also available at Ontario International Airport, would you have booked your trip out of Ontario instead of LAX?
- How much of a reduction on the price of your ticket would it take in dollars to have taken this flight today from Ontario International Airport?

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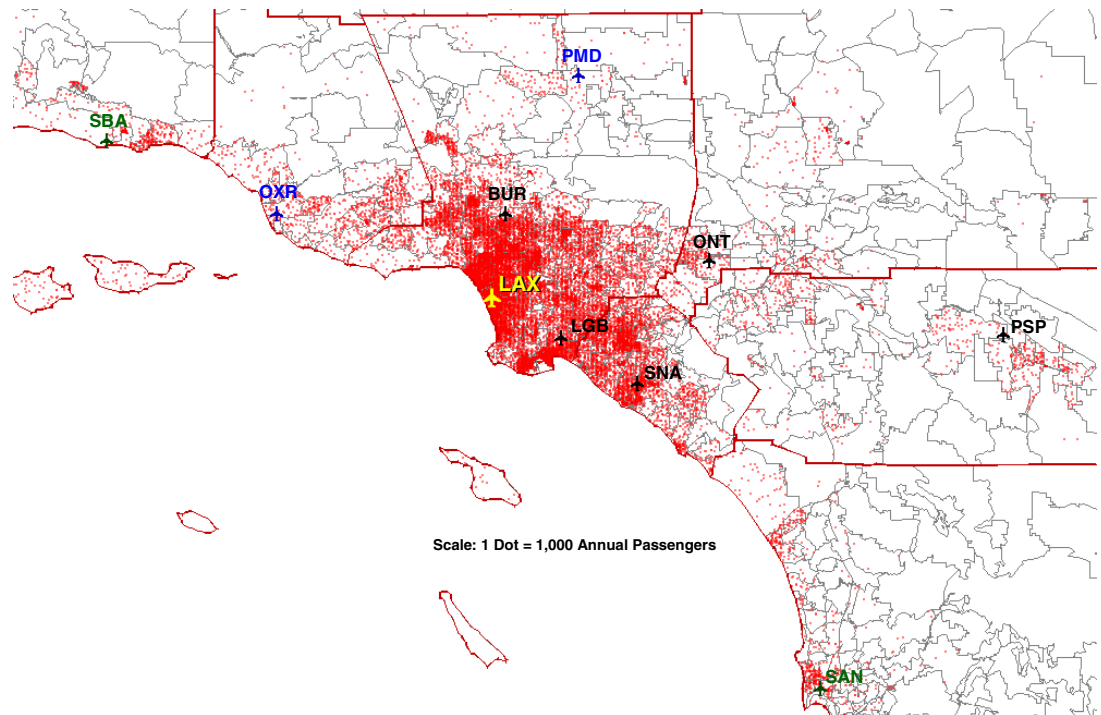


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Finally, the LAWA surveys provide information to support the airport ground access mode choice modeling. In addition to the geo-coded ground origins, the LAX and Ontario surveys provide data on ground access mode choice, ground access service provider, ground access route, amount of luggage and where checked, and ground access trip duration. The LAWA surveys even provide some information on the airport ground egress trip, an area often ignored by enplaning passenger intercept surveys.

Exhibits 4 and 5 show the distribution of trips by ground origin from the LAX and ONT surveys, respectively. The survey responses have been scaled to represent total O&D passengers for YE 2Q 01 at each airport.

Exhibit 4: Geographic Distribution of LAX O&D Passengers



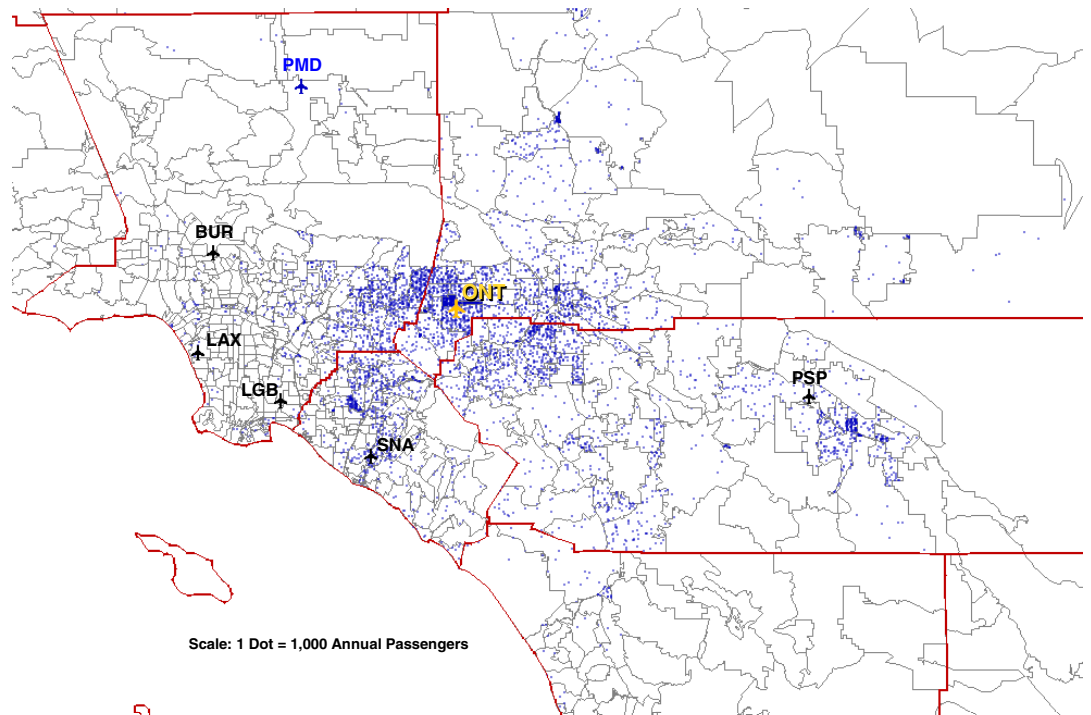
Source: LAWA Survey of LAX Passengers

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Exhibit 5: Geographic Distribution of ONT O&D Passengers



Source: LAWA Survey of ONT Passengers

Burbank Passenger Survey

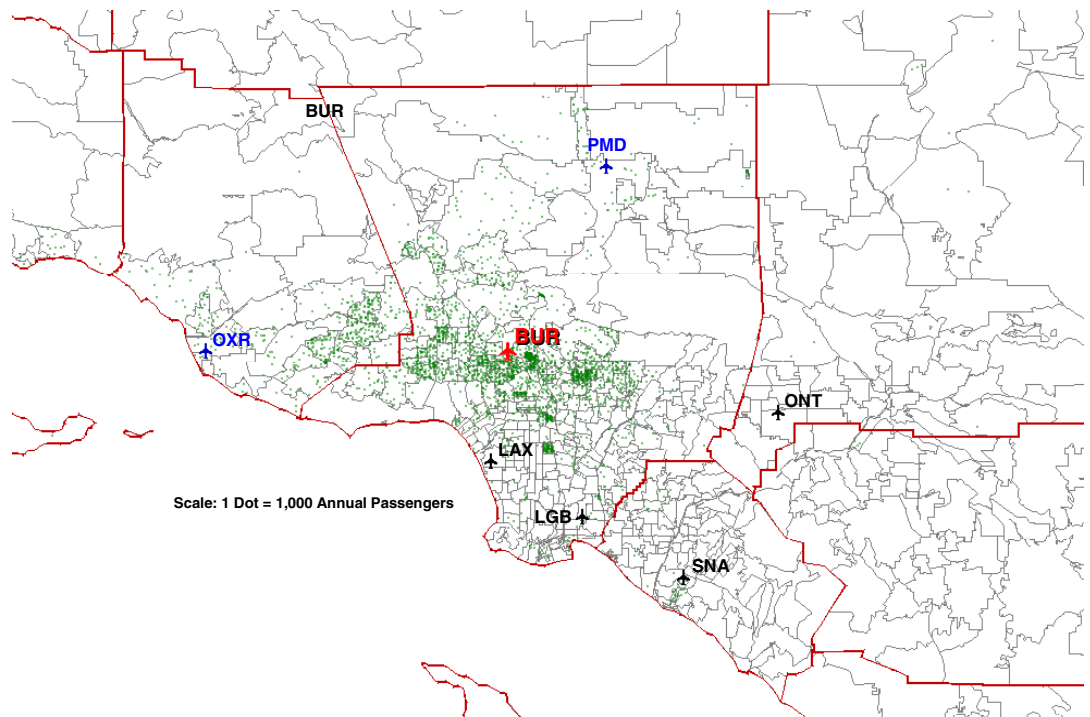
In October 1999, Wiltec & Associates performed an airport survey as part of a City of Burbank Traffic Study, and the Study Team has obtained a database of passengers counted by zip code. Based on the fact that this information was collected as part of a traffic study and that the only information collected was zip code, the Study Team believes that this information was collected by identifying the zip codes associated with the auto registrations of 2,127 vehicles carrying 2,704 air passengers. Since this dataset provides no information on air trip or air traveler characteristics, it is most useful as an indication of the catchment area of the Burbank airport, which will be useful in validating the trip generation and airport choice models. Exhibit 6 shows the geographic distribution of the Burbank trips, scaled to represent annual O&D passengers for YE 2Q 01.

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Exhibit 6: Geographic Distribution of BUR O&D Passengers



Source: City of Burbank Traffic Study, October 1999

Orange County Air Transportation User Survey

In July 2000, John Wayne Airport collected 500 telephone interviews and 635 passenger intercept surveys. The Study Team has obtained the November 2000 Final Report on the Air Transportation User Survey at John Wayne Airport as well as databases of the telephone and intercept survey responses. The Final Report compares the 1998 and 2000 responses and has information on airport use, airport access, income levels, place of residence/work, and trip purpose. It is important to note that the telephone survey necessarily did not include visitors to the region. Moreover, the intercept survey did not identify the local trip origin of visitors, and it only asked residents about the location of their residence and place of work rather than their ground access trip origin, which may have been different. The survey questionnaires are included in Appendix A.

The detailed passenger characteristics (party size, income, frequency of air travel, etc.) and the information on trip purpose will be helpful in developing the trip generation model and will be useful in disaggregating the results of the trip generation analysis. The information on the use of SNA, the use of other Southern

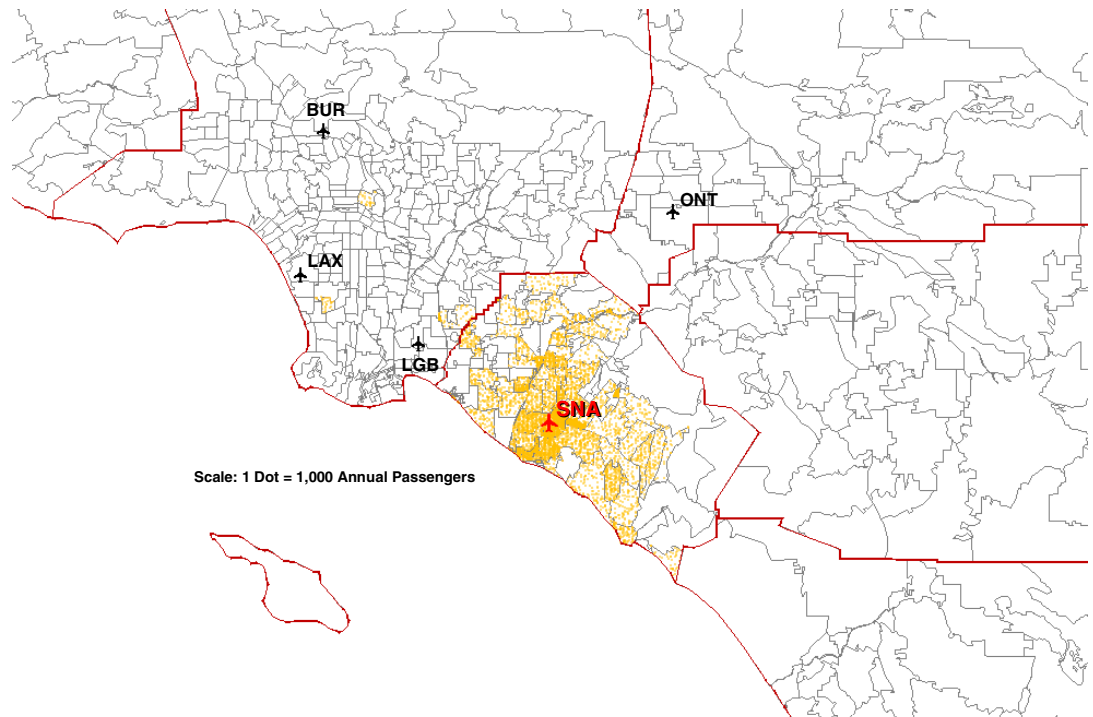
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California airports, and ground access mode choice will help calibrate the airport choice and ground access mode choice models. The information on the place of residence for Orange County residents will serve as an indication of the catchment area of the airport, and will be useful in validating the trip generation and airport choice models. Exhibit 7 shows the geographic distribution of the Orange County trips, based on the place of residence of Orange County residents and scaled to represent annual O&D passengers for YE 2Q 01.

Exhibit 7: Geographic Distribution of SNA O&D Passengers



Source: Air Transportation User Survey at John Wayne Airport

Long Beach Monthly Consumer Survey Reports

The Study Team has received monthly reports (09/02 - 02/03) from an ongoing customer service survey at Long Beach. These six months of reports represent a very small sample of only 107 respondents, but include limited data on trip purpose, zip code, and city/state of residence. Given the size of the sample and the fact that it represents a time period with jetBlue service at Long Beach (a very different time period than the pre-9/11 base of the other surveys), the Long Beach reports will likely only be useful for validation purposes.

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Palm Springs Passenger Market Survey

In February 1998, the City of Palm Springs undertook an intercept survey of 1,200 passengers. The Study Team has obtained the Final Report of this survey effort, which includes summary information on passenger, air trip, and ground access trip characteristics. The survey questionnaire is included in Appendix A. While the survey is somewhat dated, it should provide useful information for comparing the air trips and passengers at PSP with those of the other SCAG commercial airports. Although the survey form asked residents their home zip code and asked visitors in which city they were staying, only the visitor information is presented in the summary report. Furthermore, the survey did not ask if either location was the origin for the airport ground access trip. If the Study Team can obtain the actual survey responses, this should allow an approximation of the ground origins of both residents and visitors to be mapped at the city and zip code level.

OTHER REGIONAL AIRPORTS

San Diego Customer Satisfaction Surveys

In June 1998, the San Diego Aviation Division surveyed approximately 400 passengers on their “Total Airport Experience”. That survey questionnaire is included in Appendix A. Also in 1998, a customer satisfaction survey was performed which included approximately 400 airport passenger interviews as part of a review of the entire San Diego Unified Port District. This questionnaire is also included in Appendix A. A similar customer satisfaction survey was repeated in 2002 with 1,500 passenger interviews. The Study Team has obtained summary reports for each survey. All three reports focus on customer satisfaction, but they do provide some limited information on traveler and trip characteristics (trip purpose, ground access mode, trips per year, in-county/out-of-county origin, etc.). While passengers were asked about their city of residence and zip code, this information is not included in the summary reports (though the Study Team did obtain a summary table from the 1998 customer satisfaction survey). If the Study Team can obtain the actual survey responses for the 1998 and 2002 surveys, this should allow the approximate ground origins of residents to be mapped at the city and zip code level. As shown in Exhibit 8, summary results from the 1998 customer satisfaction survey indicate that most residents using San Diego International are San Diego County residents, with the majority coming from the southern portion of the county. However, approximately four percent of local residents drive from outside San Diego County, and these passengers come from the adjacent SCAG counties (Orange County and Riverside County) as well as Mexico (Tijuana). Exhibit 9 shows the geographic distribution of the San Diego trips, based on the place of residence of survey respondents and scaled

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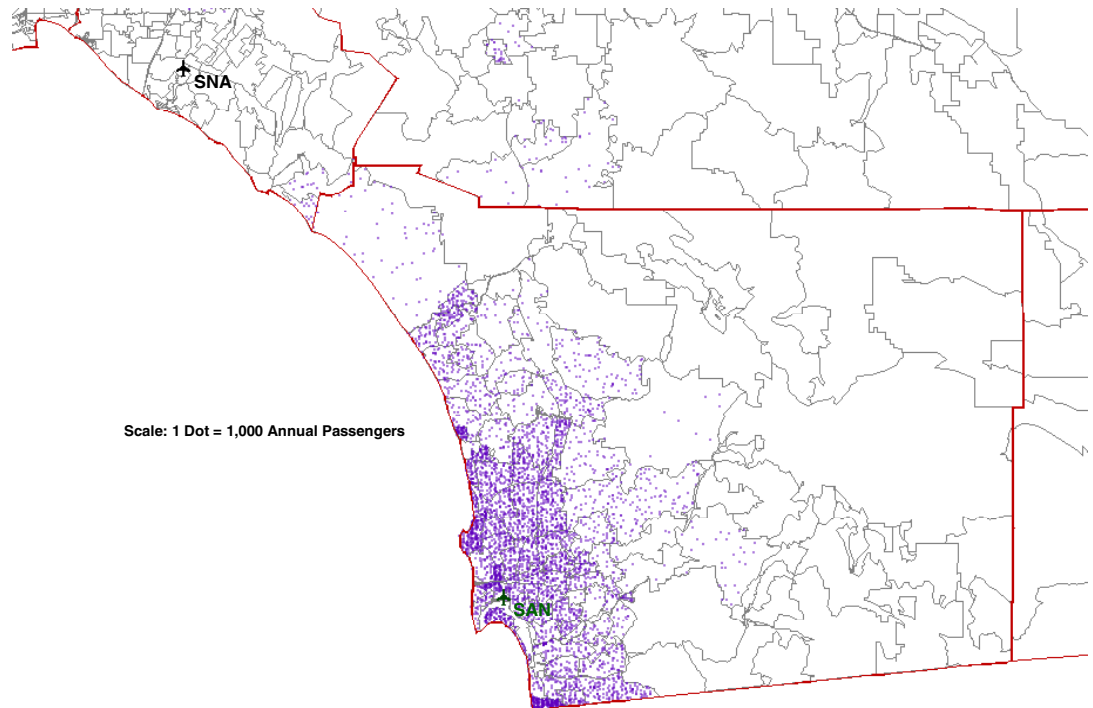
to represent annual O&D passengers for YE 2Q 01.

Exhibit 8: Local Origin of SAN Passengers

Origin	Passenger Observations	Pct of Local Residents	Pct of Total Survey
San Diego County Residents			
North County	26	16.3%	6.5%
South County	127	79.4%	31.7%
Subtotal	153	95.6%	38.2%
Other Local Residents	7	4.4%	1.7%
Total Local Residents	160	100.0%	39.9%
Visitors	241		60.1%
Total Survey	401		100.0%

Source: 1998 Customer Satisfaction Survey, San Diego Unified Port District

Exhibit 9: Geographic Distribution of SAN O&D Passengers



Source: Customer Satisfaction Survey, San Diego Unified Port District

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Santa Barbara User Surveys

Two different surveys were conducted at SBA between May and July of 2000, and the survey questionnaires are included in Appendix A. The Study Team has also

obtained copies of the summary reports, which contain some useful information. The Retail Concessions Surveys (~350 respondents) asked whether travelers (or greeters) resided in the Greater Santa Barbara area. The Facilities Survey (~250 respondents) gathered ground origin, airport access, and trip purpose data. As shown in Exhibit 10, survey analysis indicates that Santa Barbara Airport draws approximately six percent of its passengers from Ventura County in the SCAG region.

Exhibit 10: Passenger Ground Origins from the Santa Barbara Surveys

Community	Number of Observations	Percent of Observations
<u>Santa Barbara County</u>		
Santa Barbara	106	73.6%
Lonpoc	8	5.6%
Goleta	7	4.9%
Santa Maria	4	2.8%
Montecito	3	2.1%
Isla Vista	2	1.4%
Buelton	1	0.7%
Orcutt	1	0.7%
Santa Ynez	1	0.7%
Solvang	1	0.7%
Subtotal	134	93.1%
<u>Ventura County</u>		
Oxnard	3	2.1%
Ventura	3	2.1%
Camarillo	2	1.4%
Ojai	1	0.7%
Subtotal	9	6.3%
<u>Los Angeles County</u>		
Los Angeles	1	0.7%
Subtotal	1	0.7%
Total Region	144	100.0%

Source: Santa Barbara Municipal Airport Facilities Survey

Palmdale Airport Survey

In June 1998, LAWA conducted a survey at Palmdale Airport. The telephone survey focused on the primary service area of Palmdale Airport and included 950 telephone interviews (750 adults who had taken a commercial flight in the past year and 200 adults who had not). The Study Team has obtained the summary report, which includes information on trip purpose and some general information on airport use by zip code indicating the amount of leakage from the Palmdale region to the regional airports. The study indicates that passengers in the Palmdale region (as identified by zip code) primarily utilize LAX, but also use Burbank, Ontario, and John Wayne (see

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Exhibit 11).

Exhibit 11: Airport Choice of Palmdale Area Residents

Departing Airport	Code	Airport Choice of Respondents in Zone			Total PMD Region
		Closest Zone	Middle Zone	Furthest Zone	
Los Angeles Airport	LAX	61%	61%	67%	63%
Burbank Airpot	BUR	24%	38%	26%	32%
Ontario Airport	ONT	13%	0%	2%	3%
John Wayne Airport	SNA	3%	0%	0%	2%
Palmdale Airport	PMD	0%	0%	0%	0%
Bakersfield Airport	BFL	0%	0%	5%	0%
Total		100%	100%	100%	100%

Source: Palmdale Airport Survey for LAWA, Center for the Study of Los Angeles, Loyola Marymount University

Bakersfield Market Leakage Study

Meadows Field in Bakersfield may be added to the SCAG Regional Airport Demand Model Study in the future, and the Study Team has obtained a summary presentation that indicates a Market Leakage Study was performed at Bakersfield based on a ticket sample from September 2001 through March 2002. As shown in Exhibit 12, Bakersfield captures only 25 percent of the passengers in its market area, with the majority of the remaining Kern County residents flying from LAX.

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Exhibit 12: Market Leakage from Bakersfield

Departure Airport	Code	Booked Passengers	Pct of Total
Bakersfield	BFL	8,852	25.4%
Other Airports			
Los Angeles International	LAX	20,493	58.9%
Fresno	FAT	2,221	6.4%
Burbank	BUR	1,664	4.8%
Las Vegas	LAS	796	2.3%
Ontario	ONT	300	0.9%
San Jose	SJC	245	0.7%
John Wayne	SNA	214	0.6%
Long Beach	LGB	37	0.1%
Subtotal		25,970	74.6%
Total		34,822	100.0%

Source: 19% Sabre Ticket Sample, 09/01 - 03/02

OTHER SURVEYS

The Study Team is now attempting to collect survey data not directly associated with airport passengers such as the SCAG Household Survey and the National Household Travel Survey. These types of surveys would be useful if a disaggregate trip frequency model structure is developed for the trip generation model. Both the SCAG Household Survey and the National Household Travel Survey should be available this summer. As this data is released, the Study Team will evaluate it to determine whether the surveys provide sufficient detail on intercity trips to be useful in model calibration.

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SURVEY ANALYSIS

The surveys described in the prior chapter provide a wealth of information that will be useful in the development of the Regional Airport Demand Model. The surveys provide details on passenger and trip characteristics and on the choices passengers face when deciding among airports and ground access modes. The following sections outline some of the key results of the survey analysis and discuss the factors that must be considered when merging the results of different surveys.

PASSENGER CHARACTERISTICS

Local and Connecting Passengers

Since the Regional Airport Demand Model must integrate with SCAG's ground transportation models, it is important to distinguish between local and connecting passengers. While connecting passengers do impact aircraft loads and passenger flows, they are not considered in the airport choice or ground access mode choice models. As a result, the survey analysis focuses on origin-destination (O&D) or local passengers.

As shown in Exhibit 13, the LAX, ONT, SNA, and PSP surveys provide an indication of the local/connecting splits at each airport. Based on this analysis, the share of connecting passengers is small at all airports except LAX, where the survey sample indicates that nearly 36 percent of passengers are connecting passengers rather than local O&D passengers. Since this ratio is higher than expected and since it is a critical factor in the regional modeling, the Study Team examined the LAX connecting ratio in greater detail.

Exhibit 13: Local-Connecting Splits from the Passenger Surveys

Airport	Code	Survey Observations			Passenger Share		
		Local	Connecting	Total	Local	Connecting	Total
Los Angeles	LAX	13,375	7,384	20,759	64.4%	35.6%	100.0%
Ontario	ONT	5,988	112	6,100	98.2%	1.8%	100.0%
Orange County	SNA	608	23	631	96.4%	3.6%	100.0%
Palm Springs	PSP	1,118	84	1,202	93.0%	7.0%	100.0%

Source: Airport Passenger Surveys

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As shown in Exhibit 14, the Study Team performed an extensive analysis of available passenger data in order to validate the LAX local/connect ratio. Data from the US DOT O&D Survey and the T-100 and T-3 databases were examined to develop an initial estimate of the percentage of LAX connecting traffic. This preliminary analysis produced an estimated connecting ratio of 24 percent. This estimate was then adjusted based on airport records and survey data to account for passengers not accounted for in the DOT databases:

- International carrier to international carrier connecting passengers;
- Southwest Airlines interline connecting passengers; and
- Transit or through passengers.

These adjustments resulted in a connecting ratio of approximately 30 percent.

Exhibit 14: Local-Connecting Analysis of LAX Traffic – YE 2Q 01

Item	Passenger Type	Source	3Q 2000	4Q 2000	1Q 2001	2Q 2001	Total
1	Domestic Local	O&D Survey	8,903,070	8,336,990	7,426,370	8,742,040	33,408,470
2	US Carrier Intl Local	O&D Survey	1,051,410	789,640	726,600	909,720	3,477,370
3	Foreign Carrier Intl Local	T100, O&D Survey	3,369,222	2,762,032	2,688,221	2,872,170	11,691,645
4	International Charter Local	T100	68,604	46,902	49,389	66,672	231,567
5	Domestic Charter Local	T100	16,800	12,537	11,720	12,140	53,197
6	US Carrier Nonsched	T3 Estimate	100,000	100,000	100,000	100,000	400,000
7	Total Local O&D	Sum of Above	13,509,106	12,048,101	11,002,300	12,702,742	49,262,249
8	Foreign Carrier Cnx/Thru	O&D Survey	889,394	871,976	963,708	932,578	3,657,656
9	US Carrier Intl Connect	O&D Survey	622,986	676,058	642,492	647,216	2,588,752
10	US Carrier Dom Connect	O&D Survey	2,306,240	2,320,520	2,287,940	2,419,260	9,333,960
11	Total Connect Psgrs	Sum of Above	3,818,620	3,868,554	3,894,140	3,999,054	15,580,368
12	Total Passengers	Item 7+ Item 11	17,327,726	15,916,655	14,896,440	16,701,796	64,842,617
13	Percent Local	Item 7/Item 12	78.0%	75.7%	73.9%	76.1%	76.0%
14	Percent Connection	Item 11/Item 12	22.0%	24.3%	26.1%	23.9%	24.0%
15	Connecting Ratio Index	Avg. of 1Q 01/2Q 01 = 100	88.0%	97.1%	104.4%	95.6%	95.9%
Adjustments to Estimate							
16	Intl to Intl Carrier Connections	Est. at 2.3% of Total Psgrs	398,538	366,083	342,618	384,141	1,491,380
17	Southwest Interline Connections	Est. at 1.6% of Total Psgrs	277,244	254,666	238,343	267,229	1,037,482
18	Subtotal	Item 16 + Item 17	675,781	620,750	580,961	651,370	2,528,862
19	Adjusted Local O&D	Item 7 - Item 18	12,833,325	11,427,351	10,421,339	12,051,372	46,733,387
20	Adjusted Connect Psgrs	Item 11 + Item 18	4,494,401	4,489,304	4,475,101	4,650,424	18,109,230
21	Transit or Through Psgrs	Est. at 2.5% of Total Psgrs	444,301	408,119	381,960	428,251	1,662,631
22	Total Psgrs incl. Through	Item 12 / 0.975	17,772,027	16,324,774	15,278,400	17,130,047	66,505,248
23	Connect plus Through Psgrs	Item 20 + Item 21	4,938,702	4,897,423	4,857,061	5,078,675	19,771,861
24	Percent Local	Item 19 / Item 22	72.2%	70.0%	68.2%	70.4%	70.3%
25	Percent Connects/Through	Item 23 / Item 22	27.8%	30.0%	31.8%	29.6%	29.7%
26	Reported LAX Enplanements	Airport Records	9,113,890	8,396,155	7,742,185	8,761,051	34,013,281
27	Enplanements X 2	Item 26 *2	18,227,780	16,792,310	15,484,370	17,522,102	68,026,562
28	Difference	Item 27 - Item 22	455,753	467,536	205,970	392,055	1,521,314

Source: US DOT O&D Survey, T-100, and T-3 Databases; LAX Passenger Survey; LAX Airport Records

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Based on this analysis, it seemed likely that the share of connecting passengers at LAX was between the 36 percent shown in the passenger survey and the 30 percent calculated by the Study Team. Subsequent to discussion with LAWA, it was assumed that connecting passengers at LAX represented approximately 32 percent of total LAX traffic. The estimated connecting ratios for the other SCAG airports are shown in Exhibit 15.

Exhibit 15: Total and Local O&D Passengers at Southern CA Airports – YE 2Q 01

Airport	Code	Total Apt Passengers	Estimated Local Percentage	Estimated Local O&D Passengers	Percent of Region
<u>Six SCAG Primary Commercial Airports</u>					
Los Angeles	LAX	67,193,000	68%	45,691,000	55.1%
Orange County	SNA	7,611,000	99%	7,535,000	9.1%
Ontario	ONT	6,922,000	97%	6,714,000	8.1%
Burbank	BUR	4,766,000	99%	4,719,000	5.7%
Palm Springs	PSP	1,255,000	99%	1,242,000	1.5%
Long Beach	LGB	599,000	98%	587,000	0.7%
Subtotal		88,346,000	75%	66,488,000	80.2%
<u>Commercial Airports Adjacent to SCAG Region</u>					
San Diego	SAN	15,973,000	96%	15,334,000	18.5%
Santa Barbara	SBA	781,000	99%	773,000	0.9%
Bakersfield	BFL	302,000	99%	299,000	0.4%
Subtotal		17,056,000	96%	16,406,000	19.8%
Total Region		105,402,000	81%	82,894,000	100.0%

Source: Airport Records and Study Team Analysis

Resident-Visitor Splits

Visitors and residents behave differently. While Southern California residents are likely to depart on an air trip from a private residence, visitors to the region are likely to depart from a hotel or tourist attraction. Similarly, local residents utilize different ground access options than visitors, and they may have different airport choice patterns due to better knowledge of secondary airport options. It is therefore important that the Regional Airport Demand Model be able to distinguish between Southern California residents and visitors to the region.

Exhibit 16 presents the resident/visitor splits at the Southern California airports based upon passenger surveys at the various airports and calculated from the US DOT O&D Survey. Most airports reflect a balance between resident and visitor use, with the exception of Palm Springs, which attracts a large share of visiting traffic to its many golf courses and resorts, and San Diego, which is also a major visitor market.

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Exhibit 16: Resident-Visitor Split of O&D Passengers at Southern CA Airports – YE 2Q 01

Airport	Code	Res/Vis Percent From Passenger Surveys		Domestic Res/Vis Percent From DOT O&D Survey	
		Resident	Visitor	Resident	Visitor
<u>Six SCAG Primary Commercial Airports</u>					
Los Angeles	LAX	49.6%	50.4%	51.7%	48.3%
Ontario	ONT	54.1%	45.9%	55.2%	44.8%
Burbank	BUR	n/a	n/a	56.3%	43.7%
Orange County	SNA	55.0%	45.0%	48.4%	51.6%
Palm Springs	PSP	n/a	n/a	25.9%	74.1%
Long Beach	LGB	n/a	n/a	54.8%	45.2%
<u>Commercial Airports Adjacent to SCAG Region</u>					
San Diego	SAN	39.9%	60.1%	44.7%	55.3%
Santa Barbara	SBA	n/a	n/a	53.1%	46.9%
Bakersfield	BFL	n/a	n/a	56.9%	43.1%

Source: Airport Passenger Surveys and US DOT O&D Survey from Database Products

Travel Propensities

The effect of household income on travel propensity is a significant factor that needs to be considered when analyzing regional trip generation. Very poor people can afford to make very few air trips, while wealthy people tend to travel more frequently. This variation in travel propensity is demonstrated by Exhibit 17, which shows how annual air travel frequency by survey respondents at LAX and ONT varied according to income level. As expected, travel propensities increase noticeably at higher income levels.

Exhibit 17: Annual Trips by Southern CA Residents in LAX and ONT Surveys

Annual Household Income	Median of Annual Trips
Under \$20,000	2
\$20,000-\$34,999	3
\$35,000-\$49,999	3
\$50,000-\$74,999	3
\$75,000-\$99,999	4
\$100,000-\$149,999	6
\$150,000-\$174,999	7
\$175,000-\$199,999	10
\$200,000-\$249,999	11
\$250,000 and Over	12
Total	4

Source: Study Team Analysis of LAWA Passenger Surveys

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Party Size

In analyzing ground access mode choice with the Regional Airport Demand Model, the size of the travel party is a critical variable. The cost and utility of shuttle vans, taxis, rental cars, private vehicles, public transit, and various parking options can all vary widely with travel party size. Exhibit 18 shows the distribution of party size for LAX and Ontario passengers by residency, while Exhibit 19 shows the distribution of travel party size for Orange County and Palm Springs. The majority of travelers at LAX, Ontario, and Orange County are traveling alone, but the large percentage of visitors to Palm Springs lead to a lower share of solo travelers.

Exhibit 18: LAX and ONT Travel Party Size by Residency

Party Size	LAX Party Size as Pct of Total			ONT Party Size as Pct of Total		
	Resident	Visitor	Total	Resident	Visitor	Total
1	64.9%	55.1%	60.0%	70.3%	59.7%	65.6%
2	22.0%	28.1%	24.9%	24.3%	26.2%	25.1%
3	6.4%	6.4%	6.4%	3.4%	6.1%	4.6%
4	3.1%	5.8%	4.5%	1.0%	4.3%	2.4%
5	1.6%	2.1%	1.8%	0.5%	1.2%	0.8%
6	1.0%	1.1%	1.0%	0.2%	1.4%	0.7%
7	0.2%	0.3%	0.2%	0.0%	0.4%	0.2%
8	0.0%	0.0%	0.2%	0.0%	0.2%	0.1%
9	0.6%	0.6%	0.6%	0.2%	0.2%	0.2%
10 or More	0.2%	0.4%	0.3%	0.2%	0.2%	0.2%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Source: Study Team Analysis of LAWA Passenger Surveys

Exhibit 19: Distribution of Travel Party Size for SNA and PSP

Party Size	SNA Party Size as Pct of Total			PSP Adult Party Size as Pct of Total
	Orange County Residents	Others	Total	
1	74.6%	59.6%	65.5%	45.0%
2	16.5%	23.1%	20.5%	44.0%
3	4.8%	7.8%	6.6%	5.0%
4	1.6%	5.7%	4.1%	4.0%
5 or More	2.4%	3.9%	3.3%	2.0%
Total	100.0%	100.0%	100.0%	100.0%

Source: Study Team Analysis of Airport Passenger Surveys

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TRIP CHARACTERISTICS

Trip Purpose

Trip purpose plays a critical role in the distribution of demand across the region. People visiting friends or relatives are more likely to stay in residential areas. Business travelers are more likely to stay in hotels near the site of their business meeting. Vacationers may choose to stay at hotels that are close to tourist attractions. Trip purpose also plays a role in the airport choice process, because business travelers tend to be less price sensitive than leisure travelers and more sensitive to convenience.

Exhibit 20 presents the distribution of trips by purpose as presented in the various Southern California airport passenger surveys. The distributions by trip purpose are fairly consistent across the region, with two notable exceptions. First of all, Palm Springs has a higher percentage of passengers traveling on vacation, which is consistent with its role as a resort area. Secondly, LAX seems to have a very low share of business travel compared to the other surveyed airports, though the reasons for this difference are unclear.

Exhibit 20: Passenger Trip Purpose by Airport

Trip Purpose	Percent of Total							
	LAX	ONT	SNA	LGB	PSP	SAN	SBA	PMD
Detailed Trip Purpose								
Business trip	28.6%	42.9%	43.2%	31.8%	35.0%	43.9%	24.0%	43.0%
Convention	2.0%	2.3%	2.5%	5.6%	1.0%	n/a	n/a	n/a
Business and pleasure trip	6.1%	3.8%	3.2%	n/a	0.0%	n/a	31.0%	14.0%
Vacation or pleasure trip	36.9%	21.5%	41.0%	53.3%	64.0%	54.5%	45.0%	43.0%
Visit friends or relatives	20.6%	21.5%	n/a	n/a	n/a	n/a	n/a	n/a
Go to or from school	1.3%	1.8%	0.6%	n/a	n/a	n/a	n/a	n/a
Military	0.4%	0.5%	n/a	n/a	n/a	n/a	n/a	n/a
Personal or family emergency or other matter	4.0%	5.8%	8.5%	n/a	n/a	n/a	n/a	n/a
Other	n/a	n/a	0.9%	9.3%	0.0%	1.6%	n/a	n/a
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Combined Trip Purpose								
Business/Convention	30.7%	45.1%	45.7%	37.4%	36.0%	43.9%	24.0%	43.0%
Personal	62.9%	50.5%	50.2%	53.3%	64.0%	54.5%	45.0%	43.0%
Combination	6.1%	3.8%	3.2%	0.0%	0.0%	0.0%	31.0%	14.0%
Other	0.4%	0.5%	0.9%	9.3%	0.0%	1.6%	0.0%	0.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Source: Study Team Analysis of Airport Passenger Surveys

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Trip Duration

Trip duration plays an important role in both airport choice and airport access mode choice. Travelers that have a Saturday night stay typically have access to better fares than travelers that are not staying over a Saturday, which can impact airport selection. Also, people on longer trips may have more luggage and may prefer certain ground access modes over others. Similarly, travelers on longer trips may be more sensitive to parking costs. Exhibit 21 presents the number of nights travelers from LAX and Ontario spent away from home. In general, LAX has a higher share of trips of longer duration, reflecting its role as the primary long-haul and international airport for the region. People traveling longer distances are more likely to take trips of longer duration.

Exhibit 21: Nights Away From Home by Residency for LAX and ONT

Nights	Distribution of LAX Responses			Distribution of ONT Responses		
	Residents	Visitors	Total	Residents	Visitors	Total
0	2.5%	2.3%	2.4%	7.0%	4.0%	5.6%
1	6.9%	7.4%	7.2%	11.1%	11.1%	11.1%
2	9.5%	11.4%	10.5%	17.1%	15.6%	16.4%
3	11.3%	12.2%	11.7%	15.6%	15.4%	15.5%
4	11.1%	11.8%	11.4%	13.7%	12.8%	13.3%
5	11.0%	9.8%	10.4%	9.9%	9.7%	9.8%
6	5.3%	6.5%	5.9%	3.7%	4.6%	4.1%
7 to 13	24.6%	22.3%	23.4%	14.0%	18.4%	16.0%
14 or more	17.8%	16.4%	17.1%	7.8%	8.5%	8.1%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Source: Study Team Analysis of LAWA Passenger Surveys

Ground Origin Type

The type of ground origin or destination is an important determinant of the distribution of air party trip ends in a region, and therefore the number of air passenger trips generated by a given zone. For example, residents are more likely to begin their business trip from home if their flight departs in the morning, while they may leave from their workplace if their flight is in the afternoon or evening. Exhibit 22 shows the distribution of ground origin types for LAX and Ontario survey respondents. One interesting finding is that approximately 90 percent of resident trips began from a private residence, indicating that place of residence may be a good indication of ground origin in cases where the survey did not explicitly ask for the origin of the ground access trip to the airport but instead asked where the traveler lives.

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Exhibit 22: Distribution of LAX and ONT Passengers by Ground Origin Type

Ground Origin Type	Distribution of LAX Responses			Distribution of ONT Responses		
	Residents	Visitors	Total	Residents	Visitors	Total
A private residence	89.6%	38.0%	63.6%	90.7%	44.3%	69.4%
A hotel or motel	3.7%	51.3%	27.7%	2.2%	40.2%	19.7%
Your place of work	4.5%	2.9%	3.7%	5.7%	5.0%	5.4%
Another place of business	0.8%	2.8%	1.8%	0.7%	6.4%	3.3%
A local attraction	0.1%	1.1%	0.6%	0.0%	0.2%	0.1%
Some other place?	1.3%	3.9%	2.6%	0.6%	3.8%	2.1%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Source: Study Team Analysis of LAWA Passenger Surveys

AIRPORT CHOICE

The passenger surveys at LAX and Ontario provided a wealth of information on airport choice. As shown in Exhibit 23, the surveys explicitly asked whether LAX and Ontario passengers considered other airports when planning their air trips. It is interesting to note that only one out of every four passengers even considered using a different airport than the one they selected.

Exhibit 23: LAX and ONT Passengers' Consideration of Other Airports

Considered Other Apt	Percent of LAX Passengers			Percent of ONT Passengers		
	Resident	Visitor	Total	Resident	Visitor	Total
Yes	26.6%	20.3%	23.5%	20.3%	28.4%	23.8%
No	72.8%	78.2%	75.5%	79.4%	70.0%	75.2%
Don't know	0.6%	1.5%	1.1%	0.3%	1.6%	0.9%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Source: Study Team Analysis of LAWA Passenger Surveys

Exhibit 24 examines this issue further by presenting the reasons passengers at LAX and Ontario chose those airports. Approximately 45 percent of LAX passengers chose LAX because it had an air service advantage ("More convenient flight time here", "More direct flights here", and "Destination only served here". Only 21 percent of Ontario passengers cited these reasons. In contrast, 45 percent of Ontario passengers chose the airport for ground access convenience ("This is the closest airport", "Easier to get here", and "Easier to get in and out of here"), while only 13 percent of respondents chose LAX for the same reasons.

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Exhibit 24: LAX and ONT Passengers' Reasons for Choosing Airport

Reason for Using LAX	Percent of LAX Passengers			Percent of ONT Passengers		
	Resident	Visitor	Total	Resident	Visitor	Total
Flights Cost Less Here	19.6%	25.9%	22.3%	22.2%	22.0%	22.1%
This is the Closest Airport	9.6%	18.9%	13.6%	27.8%	36.2%	32.2%
More Convenient Flight Time Here	15.1%	13.6%	14.4%	15.1%	9.2%	12.0%
More Direct Flights Here	23.8%	11.1%	18.4%	4.8%	3.5%	4.1%
Destination Only Served Here	18.1%	5.8%	12.9%	6.3%	4.3%	5.2%
Did Not Make Travel Arrangements	3.0%	5.8%	4.2%	2.4%	3.5%	3.0%
Travel Agent Recommended	2.7%	2.9%	2.8%	2.4%	0.7%	1.5%
Easier to Get Here	2.4%	3.3%	2.8%	7.1%	4.3%	5.6%
Easier to Get In and Out of Here	0.9%	1.2%	1.0%	6.3%	8.5%	7.5%
Availability / No Choice	1.8%	1.2%	1.6%	0.8%	2.1%	1.5%
Did Not Check Other Airports	0.3%	0.0%	0.2%	0.0%	0.0%	0.0%
Close to Friends / Visit at Airport	0.9%	1.2%	1.0%	0.8%	1.4%	1.1%
Not Aware of Other Airports	0.0%	0.4%	0.2%	0.0%	0.0%	0.0%
No Transportation to Other Airports	0.3%	0.8%	0.5%	0.0%	0.0%	0.0%
Re-Routed	0.3%	1.6%	0.9%	0.0%	0.0%	0.0%
Other	0.6%	4.1%	2.1%	3.2%	2.1%	2.6%
Don't Know	0.6%	2.1%	1.2%	0.8%	2.1%	1.5%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Source: Study Team Analysis of LAWA Passenger Surveys

Exhibit 25 shows how often LAX and Ontario passengers used other airports in the prior year. The table shows that while 56 percent of the trips made by Ontario passengers were from other regional airports (including LAX), only 32 percent of the trips made by LAX passengers originated from other airports in the region.

Exhibit 25: Distribution of Annual Trips by LAX and ONT Passengers

Survey	LAX	SNA	BUR	ONT	Total
Observations					
LAX Survey	8,609	1,658	1,128	1,353	12,748
ONT Survey	862	420	345	1,291	2,918
Distribution					
LAX Survey	67.5%	13.0%	8.8%	10.6%	100.0%
ONT Survey	29.5%	14.4%	11.8%	44.3%	100.0%

Source: Study Team Analysis of LAWA Passenger Surveys

Exhibits 26 and 27 present an analysis of LAX and Ontario passengers categorized by closest airport and air destination region. In these tables, closest airport is defined by straight line distance rather than driving distance or drive time, because the survey responses have not yet been integrated with SCAG's ground transportation models.

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The analysis demonstrates that while only 40 percent of LAX passengers come from ground origins that are closer to LAX than any other airport, nearly 80 percent of Ontario passengers come from the ground origins closest to Ontario or Palm Springs (to the east). The analysis demonstrates that passengers from other airports' natural catchment areas leak to LAX.

Exhibit 26: Distribution of LAX Passengers by Region and Airport

Destination	Annual Passengers from Closest Airport							Total
	LAX	LGB	BUR	ONT	PSP	SAN	SNA	
<u>Domestic</u>								
West	43%	19%	23%	2%	1%	1%	12%	100%
Mountain	37%	16%	26%	4%	1%	1%	15%	100%
Plains	41%	15%	28%	4%	1%	1%	10%	100%
Central	39%	14%	29%	4%	1%	2%	11%	100%
East	40%	12%	32%	4%	1%	1%	11%	100%
Subtotal	41%	16%	27%	3%	1%	1%	11%	100%
<u>International</u>								
Africa	46%	2%	32%	10%	0%	0%	9%	100%
Australia & Pacific	49%	9%	17%	3%	2%	4%	16%	100%
Canada & Greenland	27%	13%	23%	4%	4%	2%	26%	100%
Caribbean	19%	19%	32%	3%	0%	13%	13%	100%
Central America	40%	12%	30%	5%	1%	1%	11%	100%
Europe	36%	8%	29%	6%	1%	3%	16%	100%
Far East	36%	14%	23%	8%	1%	4%	14%	100%
Middle East	6%	15%	29%	36%	0%	3%	10%	100%
South America	35%	10%	33%	14%	0%	3%	5%	100%
Subtotal	36%	12%	26%	6%	1%	3%	15%	100%
Total	40%	15%	27%	4%	1%	2%	13%	100%

Source: Study Team Analysis of LAX Passenger Surveys

Exhibit 27: Distribution of ONT Passengers by Region and Airport

Destination	Percent Passengers from Closest Airport								Total
	ONT	PSP	ONT + PSP	LAX	SNA	BUR	LGB	SAN	
Domestic									
West	63%	11%	74%	1%	14%	4%	6%	1%	100%
Mountain	73%	9%	82%	0%	10%	4%	4%	1%	100%
Plains	72%	9%	81%	1%	8%	4%	5%	0%	100%
Central	74%	13%	87%	0%	6%	4%	3%	0%	100%
East	70%	11%	80%	1%	8%	4%	5%	2%	100%
Subtotal	66%	11%	77%	1%	12%	4%	5%	1%	100%
International									
	74%	6%	80%	0%	7%	4%	3%	7%	100%
Total	66%	11%	77%	1%	12%	4%	5%	1%	100%

Source: Study Team Analysis of ONT Passenger Surveys

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Exhibit 28 presents a case study of LAX passengers by closest airport for selected destinations. A destination with good non-stop air service from multiple regional airports (the San Francisco Bay Area) is compared to longer-haul destinations (Washington DC and Boston), where LAX is the only regional airport with non-stop services. The table demonstrates that in markets where there are competitive air services at the regional airports, LAX draws a large portion of its traffic from the ground zones closest to the airport. In markets without competitive air services at the regional airports, LAX draws significantly more passengers from outside its core market area.

Exhibit 28: LAX Passengers by Closest Airprt for Selected Destinations

Market	LAX	LGB	LAX + LGB	BUR	ONT	PSP	SAN	SNA	Total
Number of Observations									
OAK	175	77	253	74	6	2	0	29	364
SFO	197	67	263	101	3	2	1	32	403
<u>SJC</u>	<u>157</u>	<u>48</u>	<u>205</u>	<u>68</u>	<u>11</u>	<u>3</u>	<u>3</u>	<u>35</u>	<u>326</u>
Subtotal	529	192	721	244	21	6	5	96	1,092
WAS	63	19	82	63	7	0	3	26	180
BOS	58	13	71	56	8	2	5	26	168
Percent Of Total									
OAK	48.2%	21.3%	69.5%	20.4%	1.6%	0.5%	0.0%	8.0%	100.0%
SFO	48.9%	16.5%	65.4%	25.1%	0.9%	0.4%	0.3%	7.9%	100.0%
<u>SJC</u>	<u>48.1%</u>	<u>14.7%</u>	<u>62.9%</u>	<u>21.0%</u>	<u>3.5%</u>	<u>0.8%</u>	<u>1.1%</u>	<u>10.8%</u>	<u>100.0%</u>
Subtotal	48.4%	17.6%	66.0%	22.3%	1.9%	0.6%	0.4%	8.8%	100.0%
WAS	34.7%	10.6%	45.2%	35.0%	3.7%	0.2%	1.7%	14.2%	100.0%
BOS	34.7%	7.9%	42.6%	33.6%	4.9%	0.9%	2.7%	15.3%	100.0%

Source: Study Team Analysis of LAWA Passenger Surveys

COMBINING THE RESULTS OF DIFFERENT SURVEYS

Because the SCAG Regional Airport Demand Model must rely on individual passenger surveys from different airports during Phase 1 of the study, it is important to consider how the surveys can be combined for an analysis of the entire region. There are three key differences among the various airport passenger surveys that must be considered:

- Variations in survey sample size;
- Variations in survey timing; and
- Variations in ground origin specificity.

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The survey results must be adjusted for these differences to ensure an accurate representation of total regional airport demand.

Survey Timing

Survey timing is not a major concern because the most complete databases of survey responses -- those from LAX, Ontario, and Orange County -- were compiled between July 2000 and August 2001. As there were no dramatic changes in regional air service patterns at these airports during this period, it is reasonable to consider these survey responses as representative of regional air passengers in YE 2Q 01. The other survey databases provide more general information, and with the exception of the Long Beach surveys -- which reflect travel after 9/11 and after the introduction of jetBlue service -- the other regional airport surveys can be assumed to represent YE 2Q 01 since there were few air service changes and limited changes in passenger traffic at the airports in question between the times the surveys were performed and the base analysis period (YE 2Q 01).

While the surveys can generally be assumed to represent the same period, it should be noted that nearly all of these surveys were conducted pre-9/11. The advantage of this is the stability that allows the different passenger surveys to be combined. However, the surveys do not reflect the decline in air travel that has occurred since 9/11. The study team will have to adjust the regional forecasts to reflect the impacts of 9/11, and one of the focuses of the survey efforts in Phases 2 and 3 of the study will be data collection to refine the model to reflect the post-9/11 air travel environment.

Survey Sample Size

It is possible to adjust for the different survey sample sizes by scaling the survey results to reflect annual or average day passenger levels. While this process is rather straightforward, the small sample sizes associated with the surveys at certain of the regional airports may need to be supplemented with additional surveys during Phases 2 and 3.

Survey Ground Origin Specificity

While the LAX and Ontario surveys are geo-coded to allow analysis at the TAZ-level, the other surveys do not identify ground origins and destinations at that level of detail. Most of the other surveys identify passenger origins and destinations at the city or zip code level. The Study Team is considering three different approaches to model estimation in order to account for these differences in ground origin specificity.

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Method 1

It may be possible to estimate the distribution of passengers at the TAZ level from the city and zip code observations by allocating zip code observations to individual TAZs based on the socioeconomic characteristics of the TAZs. The advantage of this approach is that the model could be estimated and applied at the TAZ level.

Method 2

A second approach is to aggregate the TAZ observations up to the zip code level. The advantage of this methodology is that actual observations will be used for model estimation as opposed to synthetic observations. The resulting relationships could then be applied at the TAZ level to generate estimates of passenger trips by ground zone.

Method 3

A third approach is to estimate model coefficients based on a smaller sub-region. For example, it may be possible to identify a smaller area within the SCAG region where the LAX and ONT surveys represent nearly all air passengers. For this sub-region, the model could be estimated at the TAZ level, and the resulting estimating relationships could be applied at the TAZ level to the entire region.

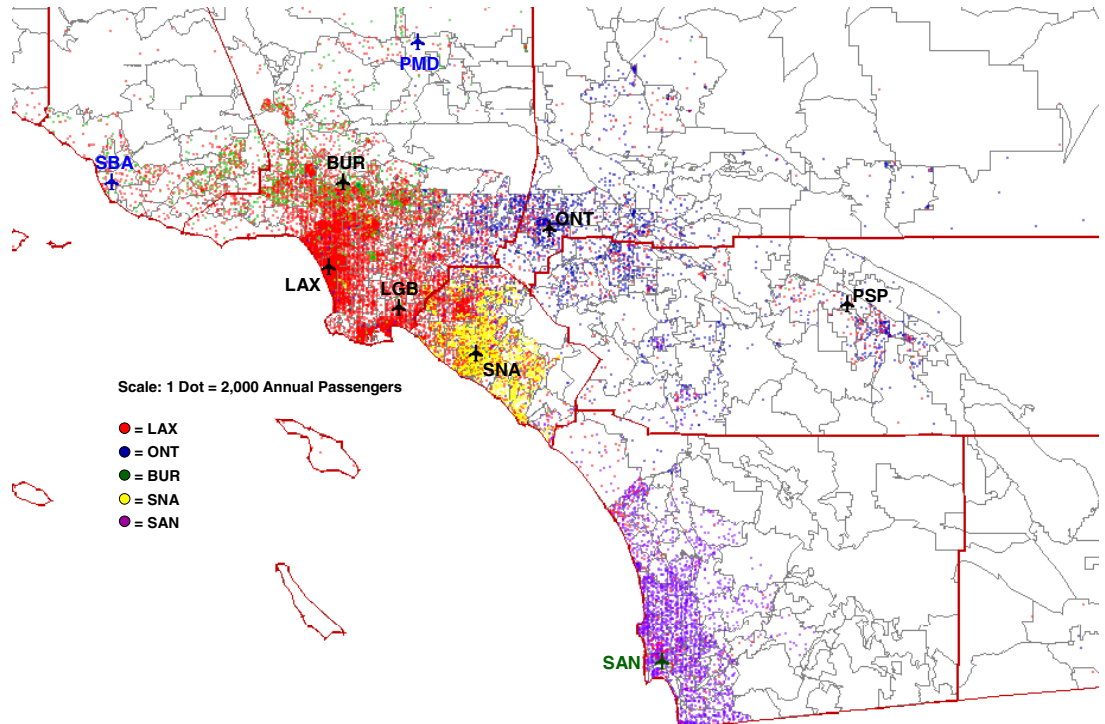
The appropriate method for merging the survey results will be determined during the development of the trip generation model in Phase 1. As an interim example of the distribution of total regional demand, Exhibit 29 presents a map showing the geographic distribution of surveyed passengers at LAX, Ontario, Burbank, Orange County, and San Diego.

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Exhibit 29: Geographic Distribution of LAX, ONT, BUR, SNA, and SAN O&D Passengers



Source: Study Team Analysis of Airport Passenger Surveys

POTENTIAL CONSIDERATIONS FOR FUTURE SURVEYS

Based on the survey analysis contained in this working paper, it is possible to identify specific areas that should be focused on during the Phase 2 survey design effort and the Phase 3 survey collection effort:

- San Diego is the second-largest airport in Southern California, but the summary survey results obtained by the Study Team are very limited. It is important that surveys be targeted at San Diego to allow a more accurate mapping of trip generation for the region surrounding the airport.
- Similarly, Orange County and Burbank Airports should be targeted for more information on the ground origins of passengers. The existing Orange County survey has a relatively small sample and only asked the place of residence for Orange County residents, without considering the ground origins or destinations of visitors to the region or Southern California residents from outside Orange County. The Burbank traffic study only provided information on the geographic distribution of the car registrations

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of airport passengers, and therefore underrepresented the distribution of the trip origins of visitors to the region.

- Finally, even a small sample of survey responses would provide additional detail on passengers using the smaller airports in the region such as PSP, LGB, SBA, BFL, OXR, and IPL.

These factors will be considered in designing the Phase 3 survey effort.

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APPENDIX A

SURVEY QUESTIONNAIRES

--	--	--	--	--	--	--	--	--



LAWA (LAX AND ONT) SURVEY QUESTIONNAIRES

[illegible]

MSI International
LAX
MSI111

SCREENER

APPROACH PEOPLE IN DEPARTURE LOUNGE

Hello. My name is _____, and we are conducting a survey of passengers for the Los Angeles International Airport. I only need a few minutes of your time.

- I1. INTERVIEWER: Choose airline and flight number.
- I5. INTERVIEWER: Choose Flight Destination Airport
- A. First, are you a passenger on (READ FLIGHT INFORMATION FROM YOUR QUOTA SHEET TO RESPONDENT, STARTING WITH AIRLINE, FLIGHT NUMBER) leaving from gate number (READ ASSIGNED GATE NUMBER)?
- ☐ Yes
- ☐ No TERMINATE
- B. ASK IF NOT OBVIOUS: Are you at least 16 years old?
- ☐ Yes
- ☐ No TERMINATE
- C. Did you fly here today for the sole purpose of getting another flight out of this airport?
- ☐ Yes SKIP TO E
- ☐ No
- D. Are you a resident of the Southern California area or have you been visiting the Southern California area? (IF RESPONDENT ASKS FOR DEFINITION OF SOUTHERN CALIFORNIA AREA) "Southern California includes the area from the Mexican border north to the Santa Barbara/Santa Maria area."
- ☐ Resident SKIP TO 1.1
- ☐ Visitor SKIP TO Vis1
- E. Are you flying out on the same plane you came in on or on a different plane?
- ☐ Same TERMINATE
- ☐ Different
- E2. INTERVIEWER: If quota not reached, continue If quota is filled, terminate.
- ☐ CONTINUE SKIP TO 23
- ☐ TERMINATE TERMINATE
- 1.1. What is the main purpose of your trip today?
- ☐ Business
- ☐ Convention
- ☐ Business and pleasure
- ☐ Vacation or pleasure trip
- ☐ Visit friends or relatives
- ☐ Got to or from school
- ☐ Military
- ☐ Personal or family emergency or other matter

2.1. In total, how many nights will you be away from home on this trip?

_____ Number of nights:

(2.1.Eval.) *Evaluator. Jumps from 2.1 to 6c2*
(WILL NOT APPEAR ON SCREEN)

Vis1. What was the main purpose of your trip to Southern California?

- ☐ Business trip
- ☐ Convention
- ☐ Business and pleasure trip
- ☐ Vacation or pleasure trip
- ☐ Visit friends or relatives
- ☐ Got to or from school
- ☐ Military
- ☐ Personal or family emergency or other matter

2.2. In total, how many nights were you away from home on this trip?

_____ Number of nights:

(3.ELF.) *IF LF=1, DO 3, ELSE goto 4.Eval.SCREEN*
(WILL NOT APPEAR ON SCREEN)

3. In total, how many nights did you stay in the Southern California area?

_____ Number of nights:

(3.Eval.) *Checks if value in 3 is smaller or equal to value in 2.2 IF V3 > V2.2, prompt for a fix.*
(WILL NOT APPEAR ON SCREEN)

3.Prompt. Number of nights spent in Southern California is greater than the total number of nights away from home on this trip.

Tap NEXT to return to Q2.2 (Total nights) and Q3 (Southern California nights).

(3.Eval2.) *Just to jump back to 2.2*
(WILL NOT APPEAR ON SCREEN)

(4.Eval.) *Evaluates IF BUSINESS OR CONVENTION, based on V1.2.1 If not, goto 4.Eval2*
(WILL NOT APPEAR ON SCREEN)

4. Did your \$\$QVis1 include any tours, entertainment, or other leisure activities?

- ☐ Yes
- ☐ No

SKIP TO 5.ELF

4A. How many nights did you add to your \$\$QVis1 in order to pursue these leisure activities?

_____ Number of nights:

(5.ELF.) *IF LF=1, DO 5, ELSE goto 6C.1*
(WILL NOT APPEAR ON SCREEN)

5. While you were here, about how much money did you spend on ...?
(ROUND TO NEAREST DOLLAR. CODE DON'T KNOW = 999; REFUSED = 888; NONE = 0.)

_____ lodging, food, and beverages
_____ retail purchases
_____ entertainment

5A. Just to confirm, you spent about \$\$Q5SUM ?

- ☐ Total confirms or respondent does not wish to revise the estimate (CONTINUE)
- ☐ Total is wrong (FIX) SKIP TO 5

6. When you came to Southern California, did you arrive at this airport?

- ☐ Yes SKIP TO 6C.1
- ☐ No

(6.ELF.) Go to 7 if LF=0, ELSE goto 6A
(WILL NOT APPEAR ON SCREEN)

6A. How did you arrive in the Los Angeles area?

- ☐ A DIFFERENT AIRPORT SKIP TO 6B
- ☐ Private car/truck/van SKIP TO 7
- ☐ Train/AMTRAK/railroad SKIP TO 7
- ☐ Cruise line SKIP TO 7
- ☐ Taxi SKIP TO 7
- ☐ Limousine/Town Car SKIP TO 7
- ☐ Greyhound bus SKIP TO 7
- ☐ Chartered bus/van SKIP TO 7
- ☐ Tour bus SKIP TO 7
- ☐ Other SKIP TO 7

6B. What airport did you arrive at?

- ☐ Ontario International SKIP TO 7
- ☐ Burbank SKIP TO 7
- ☐ Long Beach SKIP TO 7
- ☐ John Wayne (Orange County) SKIP TO 7

6C.1. What form of ground transportation did you use to leave the airport? (IF CAR: Was that a private car or a rental car?)

- ☐ Private car/truck/van
- ☐ Rental car
- ☐ Taxi
- ☐ Limousine/town car
- ☐ Green Line/Light Rail
- ☐ MTA (RTD) or other public transit bus SKIP TO 6D.ELF
- ☐ Chartered bus or van
- ☐ Scheduled airport bus or van (e.g., Airport bus or Disneyland bus)
- ☐ On-call shuttle/van (Super Shuttle/Prime Time) SKIP TO 6E.ELF
- ☐ Hotel courtesy van
- ☐ Motorcycle
- ☐ Van Nuys Flyaway
- ☐ Other (Specify) _____

(6C.1Eval.) Everybody (Visitors) jump to 7.
(WILL NOT APPEAR ON SCREEN)

6C.2. What form of ground transportation do you plan to use to leave the airport when you return from your trip? (IF CAR: Was that a private car or a rental car?)

- ☐ Private car/truck/van
- ☐ Rental car

- ☐ Taxi
- ☐ Limousine/town car
- ☐ Green Line/Light Rail
- ☐ MTA (RTD) or other public transit bus
- ☐ Chartered bus or van
- ☐ Scheduled airport bus or van (e.g., Airport bus or Disneyland bus)
- ☐ On-call shuttle/van (Super Shuttle/Prime Time)
- ☐ Hotel courtesy van
- ☐ Motorcycle
- ☐ Van Nuys Flyaway
- ☐ Other (Specify) _____

SKIP TO 6D.ELF

SKIP TO 6E.ELF

(6C.2Eval.) *Everybody (Visitors) Jump to 7.*
(WILL NOT APPEAR ON SCREEN)

(6D.ELF.) *IF LF=1, DO 6D else got 7*
(WILL NOT APPEAR ON SCREEN)

6D. What bus line was that specifically ?

- ☐ MTA (RTD)
- ☐ Santa Monica/ Big Blue Bus
- ☐ Culver City Bus
- ☐ Other (Specify) _____

SKIP TO 6D.1

(6D.Eval.) *Jump to 7*
(WILL NOT APPEAR ON SCREEN)

6D.1. PROBE FOR BUS LINES NAMES & NUMBERS

BUS LINE NAME: : _____
LINE NUMBER: : _____

(6D.1Eval.) *Jump to 7*
(WILL NOT APPEAR ON SCREEN)

(6E.ELF.) *IF LF=1, DO 6E, ELSE goto 7.*
(WILL NOT APPEAR ON SCREEN)

6E. PROBE FOR COMPANY NAME:

(MARK ONE ONLY)

- ☐ Super Shuttle
- ☐ Prime Time
- ☐ A1 Ontario
- ☐ Other (Specify) _____

7. Now, we would like you to tell us more about your trip here to the airport today. As a reminder, your answers to these questions are strictly confidential. Did you begin your trip to the airport today at ...

- ☐ A private residence
- ☐ A hotel or motel
- ☐ Your place of work
- ☐ Another place of business
- ☐ A local attraction
- ☐ Some other place?

SKIP TO 8.List
SKIP TO 7.2
SKIP TO 7.3
SKIP TO 7.4
SKIP TO 7.5
SKIP TO 7.6

7.2. INTERVIEWER: Choose hotel name.

(7.2.Oth.E.) *Jump to 8.List*
(WILL NOT APPEAR ON SCREEN)

7.3. What is the name of your place of work?

Your place of work:: _____

(7.3Eval.) *Jump to 8*
(WILL NOT APPEAR ON SCREEN)

7.4. What is the name of that place of business?

Another place of business:: _____

(7.4Eval.) *Jump to 8*
(WILL NOT APPEAR ON SCREEN)

7.5. What is the name of that local attraction?

Local attraction:: _____

(7.5Eval.) *Jump to 8*
(WILL NOT APPEAR ON SCREEN)

7.6. What is the name of that place?

Another place:: _____

(7.6E.) *Jumps to 8.List*
(WILL NOT APPEAR ON SCREEN)

(8.) *Jump to 9 if checked prelisted hotel name.*
(WILL NOT APPEAR ON SCREEN)

8.List. And, in what city or community is that (private residence/hotel or motel/place of work/place of business/local attraction or other place) located?
(INTERVIEWER: SELECT OR INPUT CITY/COMMUNITY/COUNTY)

8.1. What is the Zip Code:

Zip Code:: _____

8.2. And, what is the name of the street at that location? (INTERVIEWER: SELECT OR INPUT STREET, DIRECTION, AND TYPE OF STREET)

8.4. What is the name of the street that crosses that street at the nearest intersection? (INTERVIEWER: SELECT OR INPUT STREET, DIRECTION, AND TYPE OF STREET)

8.6. And is there any nearby landmark?

Landmark:: _____

- 8.7. And, what is the street number at the location of that (private residence/hotel or motel/place of work/place of business/local attraction/or other place?)
(IF RESPONDENT IS HESITANT ABOUT GIVING THE INFORMATION, REMIND HIM/HER THAT THIS IS CONFIDENTIAL INFORMATION THAT IS USED ONLY FOR TRANSPORTATION AND AIRPORT PLANNING)

Street Number:: _____

9. What time did you leave \$\$Q7 to come to the airport?

_____ Enter Time:

10. And, as best as you can recall, what time did you arrive curbside at the terminal building, that is, before you checked any bags or entered the terminal?

_____ Enter Time:

(10.Eval.) *If Time 2 > Time 1 ok, else prompt*
(WILL NOT APPEAR ON SCREEN)

- 10.PR. You said that you arrived at the airport BEFORE or at the SAME time you left \$\$Q7. Is this correct?
(MARK ONE ONLY)

- ☐ Yes this is correct (CONTINUE) SKIP TO 11
☐ No, this is wrong (RETURN & FIX) SKIP TO 9

11. Did you come straight to the airport, or did you stop somewhere along the way?
(MARK ONE ONLY)

- ☐ Straight SKIP TO 12
☐ Stopped

- 11A. About how many minutes were you doing something other than traveling?

_____ Number of Minutes:

12. What was the primary form of ground transportation you used to get to this airport today?
(IF CAR: Was that a private car or a rental car?)

(MARK ONE ONLY)

- ☐ Private car/truck/van SKIP TO 13
☐ Rental car SKIP TO 14
☐ Taxi SKIP TO 14
☐ Limousine/town car SKIP TO 14
☐ Green line/light rail SKIP TO 15.ELF
☐ MTA (RTD) or other public transit bus SKIP TO 13D.ELF
☐ Chartered bus or van SKIP TO 15.ELF
☐ Scheduled airport bus or van (e.g., Airport bus or Disneyland bus) SKIP TO 14
☐ On-call shuttle/van (e.g., Super Shuttle, Prime Time) SKIP TO 13E.ELF
☐ Hotel courtesy van SKIP TO 15.ELF
☐ Motorcycle SKIP TO 13
☐ Van Nuys Flyaway SKIP TO 15.ELF
☐ Other (Specify) _____

(12.Eval.) *Jump 'Other' from 12 to 16.*
(WILL NOT APPEAR ON SCREEN)

13. Was that (car) (truck) (van) driven away immediately after you were dropped off, was it parked here temporarily while someone saw you off on your flight, or will it be parked here the whole time you are

away?

- ☐ Driven away
- ☐ Parked temporarily
- ☐ Parked for a trip

SKIP TO 14

13A. And was that (car) (truck) (van) parked in a terminal area parking lot or at a parking lot outside the terminal area?

(MARK ONE ONLY)

- ☐ Parked in the terminal area
- ☐ Parking lot outside terminal area

SKIP TO 13C.ELF

(13B.ELF.) IF LF=1, GOTO 13B else 14
(WILL NOT APPEAR ON SCREEN)

13B. Did you take a parking ticket, or did you pay a meter ?
(MARK ONE ONLY)

- ☐ Ticket
- ☐ Meter
- ☐ Don't know

SKIP TO 14

SKIP TO 14

SKIP TO 14

(13C.ELF.) IF LF=1, DO 13C, ELSE goto 14.
(WILL NOT APPEAR ON SCREEN)

13C. What is the name of the lot where the car is parked?
(MARK ONE ONLY)

- ☐ Lot B
- ☐ Lot C
- ☐ Don't know
- ☐ Other (Specify) _____

(13C.Eval.) Jump to 14
(WILL NOT APPEAR ON SCREEN)

(13D.ELF.) IF LF=1 GOTO 13D else 14
(WILL NOT APPEAR ON SCREEN)

13D. Please, specify bus line.
(MARK ONE ONLY)

- ☐ MTA (RTD)
- ☐ Santa Monica/Big Blue bus
- ☐ Culver City Bus
- ☐ Other (Specify) _____

SKIP TO 13D.1

(13D.Eval.) Jump to 14...
(WILL NOT APPEAR ON SCREEN)

13D.1. PROBE FOR BUS LINES NAMES & NUMBERS

BUS LINE NAME: : _____
LINE NUMBER: : _____

(13D.1Eval.) Jump to 14
(WILL NOT APPEAR ON SCREEN)

(13E.ELF.) IF LF=1, DO 13E, ELSE goto 14.
(WILL NOT APPEAR ON SCREEN)

13E. PROBE FOR COMPANY NAME:
(MARK ONE ONLY)

- ☐ Super Shuttle
- ☐ Prime Time
- ☐ Xpress
- ☐ Other (Specify) _____

14. Did you use the San Diego Freeway (Interstate 405) or the 105 Freeway to get to the airport today?
(MARK ONE ONLY)

- ☐ Yes, San Diego Freeway (I-405) SKIP TO 14A
- ☐ Yes, 105 Freeway SKIP TO 14B
- ☐ Yes, used both SKIP TO 14C
- ☐ No SKIP TO 15.ELF
- ☐ Don't know SKIP TO 15.ELF

14A. And which exit did you use for the airport from I-405?
(MARK ONE ONLY)

- ☐ Century Boulevard SKIP TO 15.ELF
- ☐ Imperial Highway SKIP TO 15.ELF
- ☐ La Tijera Boulevard SKIP TO 15.ELF
- ☐ Manchester Avenue SKIP TO 15.ELF
- ☐ Sepulveda Boulevard SKIP TO 15.ELF
- ☐ Other SKIP TO 15.ELF
- ☐ Don't know SKIP TO 15.ELF

14B. And which exit did you use for the airport from 105 Freeway?
(MARK ONE ONLY)

- ☐ La Cienega Boulevard SKIP TO 15.ELF
- ☐ Aviation Boulevard SKIP TO 15.ELF
- ☐ Nash SKIP TO 15.ELF
- ☐ Sepulveda SKIP TO 15.ELF
- ☐ Imperial Highway SKIP TO 15.ELF
- ☐ Other SKIP TO 15.ELF
- ☐ Don't know SKIP TO 15.ELF

14C. And which exit did you use for the airport ?
(MARK ONE ONLY)

- ☐ Aviation Boulevard
- ☐ Century Boulevard
- ☐ Imperial Highway (from I-405)
- ☐ Imperial Highway (from 105)
- ☐ La Cienega Boulevard
- ☐ La Tijera Boulevard
- ☐ Manchester Avenue
- ☐ Nash
- ☐ Sepulveda Boulevard (from I-405)
- ☐ Sepulveda Boulevard (from 105)
- ☐ Other
- ☐ Don't know

(15.ELF.) IF LF=1, DO 15, ELSE goto 27.
(WILL NOT APPEAR ON SCREEN)

(15.Eval.) If V12=1 GO TO 16 (Private car, motorcycle, taxi, limo)
(WILL NOT APPEAR ON SCREEN)

15. Why did you choose to use \$\$Q12 rather than come by private car, taxi, or limousine?

PROBE FOR CLARITY. PROBE FOR OTHER REASONS. RECORD VERBATIM. CODE ALL THAT APPLY.

- ☐ No car available
- ☐ Others need car while gone
- ☐ No driver available
- ☐ Don't know the way
- ☐ Save parking charge
- ☐ Save money on gas
- ☐ Save wear and tear on car
- ☐ Protect car (theft/vandalism)
- ☐ Save time
- ☐ Save hassle/aggravation
- ☐ Environmental reason
- ☐ Other (Specify) _____
- ☐ Other (Specify) _____

16. When you were making your travel plans, did you consider using any airport in the Southern California Area other than Los Angeles International?
(MARK ONE ONLY)

- | | |
|----------------------------------|------------|
| <input type="radio"/> Yes | SKIP TO 17 |
| <input type="radio"/> No | SKIP TO 18 |
| <input type="radio"/> Don't know | SKIP TO 18 |

17. What was your main reason for choosing Los Angeles International airport rather than some other airport?
PROBE FOR SPECIFICS. RECORD VERBATIM. CODE ONLY FIRST MENTION.
(MARK ONE ONLY)

- ☐ This is the closest airport
- ☐ Did not make travel arrangements
- ☐ Did not check other airports
- ☐ Travel agent recommended
- ☐ Destination only served here
- ☐ More convenient flight time here
- ☐ More direct flights here
- ☐ Flight cost less here
- ☐ Not aware of other airports
- ☐ No transportation to other airports
- ☐ Easier to get here
- ☐ Easier to get in and out of here
- ☐ Don't know
- ☐ Other (Specify) _____

- 17A. When you think of airports located in Southern California, which ones come to mind other than Los Angeles International Airport?
(MARK ALL THAT APPLY)

- ☐ Hollywood/Burbank
- ☐ John Wayne (Orange County)
- ☐ Long Beach
- ☐ Ontario/Ontario International Airport
- ☐ Other (Specify) _____
- ☐ Other (Specify) _____

(17A.Eval.) If $ONT = 0$, Ask 17B, else 17C
(WILL NOT APPEAR ON SCREEN)

17B. Are you aware of Ontario International Airport?
(MARK ONE ONLY)

- ☐ Yes
☐ No

SKIP TO 18

17C. If the same flight you are on today was also available at Ontario International Airport, would you have booked your trip out of Ontario instead of LAX airport?
(MARK ONE ONLY)

- ☐ Yes
☐ No

17D. How much of a reduction on the price of your ticket would it take in dollars to have taken this flight today from ONTARIO INTERNATIONAL AIRPORT?
(ROUND TO NEAREST DOLLAR, NO DECIMALS!!!)
999 = No amount would change my mind
888 = Don't Know
777 = Refused

_____ Reduction in dollars:

18. In total, how many items of baggage did you and your travel party check with the airline?

_____ Number of baggage items:

(18.Eval.) Evaluator. (ASK 18a IF CHECKED ONE OR MORE ITEMS. IF "NONE," SKIP TO 19)
IF $V18=0$ goto 19, else 18A
(WILL NOT APPEAR ON SCREEN)

18A. Where were the items of baggage checked?
(MARK ONE ONLY)

- ☐ Curbside/outside terminal
☐ Ticket counter
☐ At the gate
☐ Checked with cruise line or other transportation agent
☐ Other (Specify) _____

19. How many carry-on items other than a briefcase or a purse are you taking onto the flight?

_____ Number of items:

20. Including yourself, how many people in your party are taking this flight today?

_____ Number of people:

(20.Eval.) IF $V20=1$ goto 22
(WILL NOT APPEAR ON SCREEN)

21. How many vehicles did your party use to get here?

_____ Number of vehicles:

22. How many people came into the terminal to see you off who will not be flying out today?

_____ Number of people:

(23.Eval.) Skip all (Visitors and Residents) to 27
(WILL NOT APPEAR ON SCREEN)

23. In what airport did you begin your trip today? (IF FOREIGN COUNTRY, PROBE FOR CITY)
(INTERVIEWER: SELECT AIRPORT)

24. And on what airline did you fly here? (INTERVIEWER: SELECT AIRLINE)

25. Did that airplane arrive at this terminal?

- ☐ Yes
☐ No

SKIP TO 26

- 25A. Did you...

- ☐ walk between terminals
☐ use the shuttle bus between terminals
☐ or leave the airport and return

26. How much time will you have spent in the Los Angeles/Ontario area between the time you arrived here and your scheduled departure?

_____ HOURS:
_____ MINUTES:

27. Have you spent any money at this airport today?

- ☐ Yes
☐ No

SKIP TO 29

28. About how much money have you spent on _____?

(ROUND TO NEAREST DOLLAR TO CODE. DON'T KNOW = 999; REFUSED = 888; NONE = 0.)

_____ food, beverages, and snacks?
_____ gift shop and newsstands purchases?
_____ everything else?

- 28A. Just to confirm, you spent about \$\$Q28SUM ?

(REVIEW WITH RESPONDENT AND CORRECT INDIVIDUAL ITEM EXPENDITURES IF
RESPONDENT WISHES TO REVISE ESTIMATED EXPENDITURES)

(MARK ONE ONLY)

- ☐ Total confirms or respondent does not wish to revise the
estimate (CONTINUE)
☐ Total is wrong (FIX)

SKIP TO 28

29. Before you arrive at your final destination, will you have to land at any other airport?

- ☐ Yes
☐ No
☐ Don't know

30. What is the final destination airport of your flight journey today? (IF RESPONDENT NEEDS CLARIFICATION, THAT WOULD BE THE AIRPORT WHERE THEIR TRIP ENDS, EVEN IF THEY ARE CONNECTING TO ANOTHER PLANE) (INTERVIEWER: SELECT DESTINATION)

(31.ELF.) IF LF=1, DO 31.Eval, ELSE goto 36.
(WILL NOT APPEAR ON SCREEN)

31. How many times have you used the following airports within the past year?
(ENTER 0 FOR NONE)

_____	LAX
_____	John Wayne (Orange County)
_____	Burbank
_____	Ontario

(32.Eval.) FOR THE FOLLOWING QUESTIONS, ONLY NEED TO ASK RESIDENTS WHO LIVE FURTHER THAN TEN MILES FROM LAX, AND A SAMPLING OF OTHERS:
(WILL NOT APPEAR ON SCREEN)

32. If an express bus service with secured parking were available in your area or along your route to the airport, how many times per year would you use it?

_____ Number of times:

(32.Eval.) If "0", or NONE in Q32, GOTO Q34 else 33A
(WILL NOT APPEAR ON SCREEN)

- 33A. Would you be willing to pay \$8.00 each way for the bus service?

☐ Yes
☐ No
☐ Don't know

SKIP TO 34

- 33B. How about \$5.00 each way for the bus service?

☐ Yes
☐ No
☐ Don't know

SKIP TO 34

- 33C. How about \$3.00 each way for the bus service?

☐ Yes
☐ No
☐ Don't know

34. How much would you be willing to pay to check your baggage and obtain a boarding pass for your flight before you boarded an express bus to the airport?

- 34A. Would you be willing to pay \$7.00 /person?

☐ Yes
☐ No
☐ Don't know

SKIP TO 35

- 34B. How about \$5.00 /person?

☐ Yes
☐ No
☐ Don't know

SKIP TO 35

34C. How about \$3.00 /person?

- ☐ Yes
☐ No
☐ Don't know

35. Which of these are important to have for an express bus service?

Please use the following scale where :-

1 = Very Important
 2 = Somewhat Important
 3 = Not Important
 DON'T KNOW

	#1 (RECORD NUMBER)	#2 (RECORD NUMBER)	#3 (RECORD NUMBER)	#4 (RECORD NUMBER)
Concessions such as restaurants, snacks, newspapers, etc.	_____	_____	_____	_____
Baggage check-in and boarding pass service.	_____	_____	_____	_____

36. DEMOGRAPHICS. Now in order to classify your responses along with others, I need to ask a few questions about you.

36A. Do you live in the United States?

- ☐ Yes
☐ No

SKIP TO 36C

36B. What is the Zip Code where you live?

Zip Code:: _____

(36B.Eval.) *Jump to 37*
 (WILL NOT APPEAR ON SCREEN)

36C. NOT U.S.: In what country do you live?
 (INTERVIEWER, Please select the country)

36C.Other. INTERVIEWER, SPECIFY THE COUNTRY (use lower case letter only)

Country:: _____

36C2. NOT U.S.: In what city do you live? INTERVIEWER, select the city.

36C2.Other. NOT U.S.: Please, specify the city (write in lower case)

City:: _____

37. What is your age, please?

_____ Age in years:

38. Please tell me the letter on this card that contains your total annual household income.

- ☐ A. UNDER \$20,000

- ☐ B. \$20,000 - \$34,999
- ☐ C. \$35,000 - \$49,999
- ☐ D. \$50,000 - \$74,999
- ☐ E. \$75,000 - \$99,999
- ☐ F. \$100,000 - \$149,999
- ☐ G. \$150,000 - \$174,999
- ☐ H. \$175,000 - \$199,999
- ☐ I. \$200,000 - \$249,999
- ☐ J. \$250,000 and over
- ☐ Don't know
- ☐ Refused

39. Thank respondent ... and then RECORD GENDER:

- ☐ Male
- ☐ Female

Triton Technology
Ontario International Airport
MSI110

SCREENER

Approach people in a departure area.

Hello. My name is _____, and we are conducting a survey of passengers for the Ontario International Airport. I only need a few minutes of your time.

I1. INTERVIEWER: Choose airline and flight number.

I5. INTERVIEWER: Choose Flight Destination Airport

A. First, are you a passenger on (READ FLIGHT INFORMATION FROM YOUR QUOTA SHEET TO RESPONDENT, STARTING WITH AIRLINE, FLIGHT NUMBER) leaving from gate number (READ ASSIGNED GATE NUMBER)?

- ☐ Yes
☐ No

TERMINATE

B. ASK IF NOT OBVIOUS: Are you at least 16 years old?

- ☐ Yes
☐ No

TERMINATE

C. Did you fly here today for the sole purpose of getting another flight out of this airport?

- ☐ Yes
☐ No

SKIP TO E

D. Are you a resident of the Southern California area or have you been visiting the Southern California area? (IF RESPONDENT ASKS FOR DEFINITION OF SOUTHERN CALIFORNIA AREA) "Southern California includes the area from the Mexican border north to the Santa Barbara/Santa Maria area."
(MARK ONE ONLY)

- ☐ Resident
☐ Visitor

SKIP TO 1.1

SKIP TO Vis1

E. Are you flying out on the same plane you came in on or on a different plane?

- ☐ Same
☐ Different

TERMINATE

E2. INTERVIEWER: If quota not reached, continue If quota is filled, terminate.

- ☐ CONTINUE
☐ TERMINATE

SKIP TO 23

TERMINATE

1.1. What is the main purpose of your trip today?

- ☐ Business
☐ Convention
☐ Business and pleasure
☐ Vacation or pleasure trip
☐ Visit friends or relatives
☐ Got to or from school
☐ Military
☐ Personal or family emergency or other matter

- 2.1. In total, how many nights will you be away from home on this trip?
(IF NONE ENTER 0)

_____ Number of nights:

(2.1.Eval.) *Evaluator. Jumps from 2.1 to 6c2*
(WILL NOT APPEAR ON SCREEN)

- Vis1. What was the main purpose of your trip to Southern California?

- ☐ Business trip
- ☐ Convention
- ☐ Business and pleasure trip
- ☐ Vacation or pleasure trip
- ☐ Visit friends or relatives
- ☐ Got to or from school
- ☐ Military
- ☐ Personal or family emergency or other matter

- 2.2. In total, how many nights were you away from home on this trip?

_____ Number of nights:

(3.ELF.) *IF LF=1, DO 3, ELSE goto 4.Eval.SCREEN*
(WILL NOT APPEAR ON SCREEN)

3. In total, how many nights did you stay in the Southern California area?

_____ Number of nights:

(3.Eval.) *Checks if value in 3 is smaller or equal to value in 2.2 IF V3 > V2.2, prompt for a fix.*
(WILL NOT APPEAR ON SCREEN)

- 3.Prompt. Number of nights spent in Southern California is greater than the total number of nights away from home on this trip.

Tap NEXT to return to Q2.2 (Total nights) and Q3 (Southern California nights).
(PRESS NEXT TO CONTINUE)
(PRESS NEXT TO CONTINUE)

(3.Eval2.) *Just to jump back to 2.2*
(WILL NOT APPEAR ON SCREEN)

(4.Eval.) *Evaluates IF BUSINESS OR CONVENTION, based on V1.2.1 If not, goto 4.Eval2*
(WILL NOT APPEAR ON SCREEN)

4. Did your \$\$QVis1 include any tours, entertainment, or other leisure activities?

- ☐ Yes
- ☐ No

SKIP TO 5.ELF

- 4A. How many nights did you add to your \$\$QVis1 in order to pursue these leisure activities?

_____ Number of nights:

(5.ELF.) *IF LF=1, DO 5, ELSE goto 6C.1*
(WILL NOT APPEAR ON SCREEN)

5. While you were here, about how much money did you spend on ...?
(ROUND TO NEAREST DOLLAR. CODE DON'T KNOW = 999; REFUSED = 888; NONE = 0.)

_____ lodging, food, and beverages
 _____ retail purchases
 _____ entertainment

5A. Just to confirm, you spent about \$\$Q5SUM ?

(REVIEW WITH RESPONDENT AND CORRECT INDIVIDUAL ITEM EXPENDITURES IF RESPONDENT WISHES TO REVISE ESTIMATED EXPENDITURES)

- ☐ Total confirms or respondent does not wish to revise the estimate (CONTINUE)
☐ Total is wrong (FIX) SKIP TO 5

6. When you came to Southern California, did you arrive at this airport?

- ☐ Yes SKIP TO 6C.1
☐ No

(6.ELF.) Go to 7 if LF=0, ELSE goto 6A
 (WILL NOT APPEAR ON SCREEN)

6A. How did you arrive in the Los Angeles area?

- ☐ A DIFFERENT AIRPORT SKIP TO 6B
☐ Private car/truck/van SKIP TO 7
☐ Train/AMTRAK/railroad SKIP TO 7
☐ Cruise line SKIP TO 7
☐ Taxi SKIP TO 7
☐ Limousine/Town Car SKIP TO 7
☐ Greyhound bus SKIP TO 7
☐ Chartered bus/van SKIP TO 7
☐ Tour bus SKIP TO 7
☐ Other SKIP TO 7

6B. What airport did you arrive at?

- ☐ Los Angeles International (LAX) SKIP TO 7
☐ Burbank SKIP TO 7
☐ Long Beach SKIP TO 7
☐ John Wayne (Orange County) SKIP TO 7

6C.1. What form of ground transportation did you use to leave the airport? (IF CAR: Was that a private car or a rental car?)

- ☐ Private car/truck/van
☐ Rental car
☐ Taxi
☐ Limousine/town car
☐ Metrolink
☐ Public transit bus (Omnitrans)
☐ Chartered bus or van
☐ Scheduled airport bus or van (e.g., Airport bus)
☐ On-call shuttle/van (Super Shuttle/A1 Ontario) SKIP TO 6E.ELF
☐ Hotel courtesy van
☐ Motorcycle
☐ Other (Specify) _____

(6C.1Eval.) Everybody (Visitors) jump to 7.
 (WILL NOT APPEAR ON SCREEN)

6C.2. What form of ground transportation do you plan to use to leave the airport when you return from your trip?
(IF CAR: Was that a private car or a rental car?)

- ☐ Private car/truck/van
- ☐ Rental car
- ☐ Taxi
- ☐ Limousine/town car
- ☐ Metrolink
- ☐ Public transit bus (Omnitrans)
- ☐ Chartered bus or van
- ☐ Scheduled airport bus or van (e.g., Airport bus)
- ☐ On-call shuttle/van (Super Shuttle/A1 Ontario)
- ☐ Hotel courtesy van
- ☐ Motorcycle
- ☐ Other (Specify) _____

SKIP TO 6E.ELF

(6C.2Eval.) *Everybody (Visitors) Jump to 7.*
(WILL NOT APPEAR ON SCREEN)

(6E.ELF.) *IF LF=1, DO 6E, ELSE goto 7.*
(WILL NOT APPEAR ON SCREEN)

6E. PROBE FOR COMPANY NAME:

- ☐ Super Shuttle
- ☐ Prime Time
- ☐ A1 Ontario
- ☐ Other (Specify) _____

7. Now, we would like you to tell us more about your trip here to the airport today. As a reminder, your answers to these questions are strictly confidential. Did you begin your trip to the airport today at ...
(READ LIST)
(MARK ONE ONLY)

- ☐ A private residence
- ☐ A hotel or motel
- ☐ Your place of work
- ☐ Another place of business
- ☐ A local attraction
- ☐ Some other place?

SKIP TO 8.List

SKIP TO 7.2

SKIP TO 7.3

SKIP TO 7.4

SKIP TO 7.5

SKIP TO 7.6

7.2. INTERVIEWER: Choose hotel name.

(7.2Eval.) *Jump to 8.*
(WILL NOT APPEAR ON SCREEN)

7.2.Other. Please, specify the name of hotel.

Hotel name:: _____

(7.2.Oth.E.) *Jump to 8.List*
(WILL NOT APPEAR ON SCREEN)

7.3. What is the name of your place of work?

Your place of work:: _____

(7.3Eval.) *Jump to 8*
(WILL NOT APPEAR ON SCREEN)

7.4. What is the name of that place of business?

Another place of business:: _____

(7.4Eval.) *Jump to 8*
(WILL NOT APPEAR ON SCREEN)

7.5. What is the name of that local attraction?

Local attraction:: _____

(7.5Eval.) *Jump to 8*
(WILL NOT APPEAR ON SCREEN)

7.6. What is the name of that place?

Another place:: _____

(7.6E.) *Jumps to 8.List*
(WILL NOT APPEAR ON SCREEN)

(8.) *Jump to 9 if checked prelisted hotel name.*
(WILL NOT APPEAR ON SCREEN)

8.List. And, in what city or community is that (private residence/hotel or motel/place of work/place of business/local attraction or other place) located?
(INTERVIEWER: SELECT OR INPUT CITY/COMMUNITY/COUNTY)

8.1. What is the Zip Code:

Zip Code:: _____

8.2. And, what is the name of the street at that location? (INTERVIEWER: SELECT OR INPUT STREET, DIRECTION, AND TYPE OF STREET)

8.4. What is the name of the street that crosses that street at the nearest intersection?
(INTERVIEWER:SELECT OR INPUT STREET, DIRECTION, AND TYPE OF STREET)

8.6. And is there any nearby landmark?

Landmark:: _____

8.7. And, what is the street number at the location of that (private residence/hotel or motel/place of work/place of business/local attraction/or other place)?
(IF RESPONDENT IS HESITANT ABOUT GIVING THE INFORMATION, REMIND HIM/HER THAT THIS IS CONFIDENTIAL INFORMATION THAT IS USED ONLY FOR TRANSPORTATION AND AIRPORT PLANNING)

Street Number:: _____

9. What time did you leave \$Q7 to come to the airport?

_____ Enter Time:

10. And, as best as you can recall, what time did you arrive curbside at the terminal building, that is, before you checked any bags or entered the terminal?

_____ Enter Time:

(10.Eval.) *If Time 2 > Time 1 ok, else prompt*
(WILL NOT APPEAR ON SCREEN)

10.PR. You said that you arrived at the airport BEFORE or at the SAME time you left \$\$Q7. Is this correct?

- ☐ Yes this is correct (CONTINUE) SKIP TO 11
☐ No, this is wrong (RETURN & FIX) SKIP TO 9

11. Did you come straight to the airport, or did you stop somewhere along the way?

- ☐ Straight SKIP TO 12
☐ Stopped

11A. About how many minutes were you doing something other than traveling?

_____ Number of Minutes:

12. What was the primary form of ground transportation you used to get to this airport today?
(IF CAR: Was that a private car or a rental car?)

- ☐ Private car/truck/van SKIP TO 13
☐ Rental car SKIP TO 14
☐ Taxi SKIP TO 14
☐ Limousine/town car SKIP TO 14
☐ Metrolink SKIP TO 15.ELF
☐ Public transit bus (Omnitrans) SKIP TO 15.ELF
☐ Chartered bus or van SKIP TO 15.ELF
☐ Scheduled airport bus or van (e.g., Airport bus or Disneyland bus) SKIP TO 14
☐ On-call shuttle/van (e.g., Super Shuttle, A1 Ontario) SKIP TO 13E.ELF
☐ Hotel courtesy van SKIP TO 15.ELF
☐ Motorcycle SKIP TO 13
☐ Other (Specify) _____

(12.Eval.) *Jump 'Other' from 12 to 16.*
(WILL NOT APPEAR ON SCREEN)

13. Was that (car) (truck) (van) driven away immediately after you were dropped off, was it parked here temporarily while someone saw you off on your flight, or will it be parked here the whole time you are away?

- ☐ Driven away SKIP TO 14
☐ Parked temporarily
☐ Parked for a trip

13A. And was that (car) (truck) (van) parked in a terminal area parking lot, in a remote airport lot outside the terminal area, or at a private parking lot outside the airport?

- ☐ Parked in the terminal area
☐ Parked in the remote lot on airport
☐ Private parking lot off airport SKIP TO 13C.ELF

(13A.Eval.) *Jump to 14*
(WILL NOT APPEAR ON SCREEN)

(13C.ELF.) *IF LF=1, DO 13C, ELSE goto 14.*
(WILL NOT APPEAR ON SCREEN)

13C. What is the name of the private lot where the car is parked?

- ☐ Sunrise
☐ Thrifty
☐ Park & Fly

- ☐ Don't know
- ☐ Other (Specify) _____

13D. Why did you choose to park in this location rather than on airport?

- ☐ Low cost
- ☐ Safety/ security
- ☐ Special services
- ☐ Promotional deals
- ☐ Easier access
- ☐ Covered parking
- ☐ Other (Specify) _____

(13D.Eval.) *Jump to ...*
(WILL NOT APPEAR ON SCREEN)

(13E.ELF.) *IF LF=1, DO 13E, ELSE goto 14.*
(WILL NOT APPEAR ON SCREEN)

13E. PROBE FOR COMPANY NAME:

- ☐ Super Shuttle
- ☐ Prime Time
- ☐ A1 Ontario
- ☐ Other (Specify) _____

14. Did you use the San Bernardino Freeway (I-10), Pomona Freeway (SR60) or I-15 to get to the airport today?

- ☐ Yes, San Bernardino Freeway (I-10) SKIP TO 14A
- ☐ Yes, Pomona Freeway (SR60) SKIP TO 14B
- ☐ Yes, I-15 SKIP TO 14C
- ☐ No SKIP TO 15.ELF
- ☐ Don't know SKIP TO 15.ELF

14A. And which exit did you use for the airport from I-10?

- ☐ Haven SKIP TO 15.ELF
- ☐ Archibald SKIP TO 15.ELF
- ☐ Vineyard SKIP TO 15.ELF
- ☐ 4th SKIP TO 15.ELF
- ☐ Holt SKIP TO 15.ELF
- ☐ Other SKIP TO 15.ELF
- ☐ Don't know SKIP TO 15.ELF

14B. And which exit did you use for the airport from SR60?

- ☐ Grove SKIP TO 15.ELF
- ☐ Archibald SKIP TO 15.ELF
- ☐ Haven SKIP TO 15.ELF
- ☐ Vineyard SKIP TO 15.ELF
- ☐ Other SKIP TO 15.ELF
- ☐ Don't know SKIP TO 15.ELF

14C. And which exit did you use for the airport from I-15?

- ☐ Jarupa
- ☐ Other
- ☐ Don't know

(15.ELF.) IF LF=1, DO 15, ELSE goto 27.
(WILL NOT APPEAR ON SCREEN)

(15.Eval.) If V12=1 GO TO 16 (Private car, motorcycle, taxi, limo)
(WILL NOT APPEAR ON SCREEN)

15. Why did you choose to use \$\$Q12 rather than come by private car, taxi, or limousine?

PROBE FOR CLARITY. PROBE FOR OTHER REASONS. RECORD VERBATIM. CODE ALL THAT APPLY.

- ☐ No car available
- ☐ Others need car while gone
- ☐ No driver available
- ☐ Don't know the way
- ☐ Save parking charge
- ☐ Save money on gas
- ☐ Save wear and tear on car
- ☐ Protect car (theft/vandalism)
- ☐ Save time
- ☐ Save hassle/aggravation
- ☐ Environmental reason
- ☐ Other (Specify) _____
- ☐ Other (Specify) _____

16. When you were making your travel plans, did you consider using any airport in the Southern California Area other than Ontario International?

- ☐ Yes SKIP TO 17
- ☐ No SKIP TO 18
- ☐ Don't know SKIP TO 18

17. What was your main reason for choosing Ontario International airport rather than some other airport?
PROBE FOR SPECIFICS. RECORD VERBATIM. CODE ONLY FIRST MENTION.

- ☐ This is the closest airport
- ☐ Did not make travel arrangements
- ☐ Did not check other airports
- ☐ Travel agent recommended
- ☐ Destination only served here
- ☐ More convenient flight time here
- ☐ More direct flights here
- ☐ Flight cost less here
- ☐ Not aware of other airports
- ☐ No transportation to other airports
- ☐ Easier to get here
- ☐ Easier to get in and out of here
- ☐ Don't know
- ☐ Other (Specify) _____

17A. How many times have you used the following airports within the past year? (READ LIST)
(ENTER 0 FOR NONE)

_____	LAX
_____	John Wayne (Orange County)
_____	Burbank
_____	Ontario

(17A.Eval.) If LAX = 0, jumps to Q17C
(WILL NOT APPEAR ON SCREEN)

17B. How many of your trips from LAX last year were international?

_____ Number of international trips:

(17B.Eval.) Evaluates whether N of trips in 17B is <= to 17A for LAX.
(WILL NOT APPEAR ON SCREEN)

17B.Warn. You said that you made more international trips from LAX than the number of times you used LAX.

Please tap NEXT button and correct this issue.

(17B.Eval2.) Jump back to 17A.
(WILL NOT APPEAR ON SCREEN)

17C. If the same flight you are on today was also available at the same time from LAX, would you have booked your trip out of LAX instead of Ontario International airport?

- ☐ Yes
☐ No

17D. How much of a reduction on the price of your ticket would it take in dollars to have taken this flight today from LAX.

(ROUND TO NEAREST DOLLAR, NO DECIMALS!!!)

999 = No amount would change my mind

888 = Don't Know

777 = Refused

_____ Reduction in dollars:

18. In total, how many items of baggage did you and your travel party check with the airline?

_____ Number of baggage items:

(18.Eval.) Evaluator. (ASK 18a IF CHECKED ONE OR MORE ITEMS. IF "NONE," SKIP TO 19)
IF V18=0 goto 19, else 18A
(WILL NOT APPEAR ON SCREEN)

18A. Where were the items of baggage checked?

- ☐ Curbside/outside terminal
☐ Ticket counter
☐ At the gate
☐ Checked with cruise line or other transportation agent
☐ Other (Specify) _____

19. How many carry-on items other than a briefcase or a purse are you taking onto the flight?

_____ Number of items:

20. Including yourself, how many people in your party are taking this flight today?

_____ Number of people:

(20.Eval.) IF V20=1 goto 22
(WILL NOT APPEAR ON SCREEN)

21. How many vehicles did your party use to get here?

_____ Number of vehicles:

22. How many people came into the terminal to see you off who will not be flying out today?

_____ Number of people:

(23.Eval.) *Skip all (Visitors and Residents) to 27*
(WILL NOT APPEAR ON SCREEN)

23. In what airport did you begin your trip today? (IF FOREIGN COUNTRY, PROBE FOR CITY)
(INTERVIEWER: SELECT AIRPORT)

24. And on what airline did you fly here? (INTERVIEWER: SELECT AIRLINE)

25. Did that airplane arrive at this terminal?

☐ Yes
☐ No

SKIP TO 26

- 25A. Did you...

☐ walk between terminals
☐ use the shuttle bus between terminals
☐ or leave the airport and return

26. How much time will you have spent in the Los Angeles/Ontario area between the time you arrived here and your scheduled departure?

_____ HOURS:
_____ MINUTES:

27. Have you spent any money at this airport today?

☐ Yes
☐ No

SKIP TO 29

28. About how much money have you spent on _____?

(ROUND TO NEAREST DOLLAR TO CODE. DONT KNOW = 999; REFUSED = 888; NONE = 0.)

_____ food, beverages, and snacks?
_____ gift shop and newsstands purchases?
_____ everything else?

- 28A. Just to confirm, you spent about \$\$Q28SUM ?

☐ Total confirms or respondent does not wish to revise the estimate (CONTINUE)
☐ Total is wrong (FIX)

SKIP TO 28

29. Before you arrive at your final destination, will you have to land at any other airport?

☐ Yes
☐ No
☐ Don't know

30. What is the final destination airport of your flight journey today? (IF RESPONDENT NEEDS CLARIFICATION, THAT WOULD BE THE AIRPORT WHERE THEIR TRIP ENDS, EVEN IF THEY ARE CONNECTING TO ANOTHER PLANE)) (INTERVIEWER: SELECT DESTINATION)

(31.ELF.) IF LF=1, DO 31.Eval, ELSE goto 36.
(WILL NOT APPEAR ON SCREEN)

(32.Eval.) FOR THE FOLLOWING QUESTIONS, ONLY NEED TO ASK RESIDENTS WHO LIVE
FURTHER THAN TEN MILES FROM LAX, AND A SAMPLING OF OTHERS:
(WILL NOT APPEAR ON SCREEN)

32. If an express bus service with secured parking was available in your area or along your route to the airport, how many times per year would you use it, assuming parking cost was \$3 per day and the bus trip was \$5 per person each way?

_____ Number of times:

34. Would you be more likely to use express bus service if baggage check or flight check-in (boarding pass) services were available at the bus terminal?

☐ Yes
☐ No

36. DEMOGRAPHICS. Now in order to classify your responses along with others, I need to ask a few questions about you.

- 36A. Do you live in the United States?

☐ Yes
☐ No

SKIP TO 36C

- 36B. What is the Zip Code where you live?

Zip Code:: _____

(36B.Eval.) Jump to 37
(WILL NOT APPEAR ON SCREEN)

- 36C. NOT U.S.: In what city and country do you live? (INTERVIEWER, Please, select or enter city country)

37. What is your age, please?

_____ Age in years:

38. Please tell me the letter on this card that contains your total annual household income.

☐ A. UNDER \$20,000
☐ B. \$20,000 - \$34,999
☐ C. \$35,000 - \$49,999
☐ D. \$50,000 - \$74,999
☐ E. \$75,000 - \$99,999
☐ F. \$100,000 - \$149,999
☐ G. \$150,000 - \$174,999
☐ H. \$175,000 - \$199,999
☐ I. \$200,000 - \$249,999
☐ J. \$250,000 and over
☐ Don't know
☐ Refused

39. Thank respondent ... and then RECORD GENDER:

☐ Male
☐ Female



ORANGE COUNTY PASSENGER INTERCEPT AND TELEPHONE SURVEY QUESTIONNAIRES

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Appendix A: Telephone Survey Instrument and Frequencies

**John Wayne Airport Telephone Survey
2000**

Hello, my name is _____ and I'm calling on behalf of John Wayne Airport. We are conducting a survey to help improve airport services. I would like to ask you a few questions. Your responses will remain completely anonymous and confidential. (circle one of the following depending on response):

- 1) willing to continue
- 2) refusal
- 3) call back (at a specific time) date:_____time:_____
- 4) call back (no specific time)
- 5) no answer
- 6) busy
- 7) answering machine
- 8) disconnected number
- 9) language barrier (not Spanish)
- 10) language barrier (Spanish)
- 11) business number
- 12) no such person
- 13) fax machine
- 18) other reason

- 1. Are you 18 years of age or older?
 - 1) Yes (go to 2) (100%)
 - 2) No (go to 1.1)
- 1.1 May I speak with someone in your household who is 18 or older?
 - 1) Adult available (**read greeting** (Hello, my name is ...))
 - 2) Adult not home (**arrange for call back**)
 - 19) Refused/no such person (**terminate call**)
- 2. Is this your residence?
 - 1) Yes (**go to 3**) (100%)
 - 2) No (**go to 2.1**)
- 2.1 May I speak with an adult who lives at this residence?
 - 1) Yes (**read greeting** (Hello my name is....), **go to 2**)
 - 2) Not at home (**arrange for call back**)
 - 19) No such person (**terminate call**)
- 3. Are you a resident of Orange County?
 - 1) Yes (**continue**) (100%)
 - 2) No (**terminate call**)

4. ~~In order~~ to verify that you are located within our study area, can you please tell me your zip code?

_____ (99999 = don't know/refused – terminate call)

(Check against list, if OK. go to 5, if not, terminate)

5. Have you traveled by air in the last 12 months?

- 1) Yes (**go to 6**) (100%)
2) No (**go to 5.1**)

- 5.1 I'm sorry, our survey is only for recent air travelers (go to number 23)

6. In the last year, how many times have you traveled by air?

ENTER # OF TIMES _____

1(14.8%)	2(19.2%)	3(16.6%)	4(12.4%)	5(7.4%)	6(7.8%)
7(2.2%)	8(1.4%)	9(4.4%)	10(0.2%)	11(3.0%)	12 (0.2%)
14(1.4%)	15(1.4%)	16(0.2%)	20(2.2%)	24(0.2%)	25(1.2%)
30(1.4%)	32(0.2%)	35(0.2%)	36(0.4%)	40(1.0%)	47(0.2%)
50(0.8%)	95(0.2%)	100(0.6%)	120(0.2%)		

7. Have you used John Wayne Airport for travel in the past year?

- 1) Yes (**proceed to question 8**) (100%)
2) No (**go to question 22**)

8. In the past year, how often do you use John Wayne Airport?

ENTER # OF TIMES _____

1(33.0%)	2(25.8%)	3(15.4%)	4(6.6%)	5(4.0%)	6(4.4%)
7(0.8%)	8(2.0%)	9(0.4%)	10(1.8%)	12(0.8%)	15(0.6%)
16(0.2%)	18(0.4%)	19(0.2%)	20(0.8%)	22(0.2%)	25(0.4%)
28(0.2%)	30(1.0%)	40(0.4%)	50(0.2%)	60(0.2%)	100 (0.2%)

9. What sources do you rely upon for information on airports? (read list, check all that apply)

- 1) Local newspaper (13.0%)
2) Travel agency (32.0%)
3) Travel magazine (3.6%)
4) Business Publications (1.2%)
5) Radio (2.2%)
6) T.V. media (5.4%)
7) Relative/friend (8.0%)

- 8) Business Associate (4.2%)
- 9) Corporate travel planner (7.0%)
- 10) Internet (32.4%)
- 18) Other _____ (10.2%)

10. What local publications do you read?

- 10.1 Have you visited the website for John Wayne Airport?
- 1) Yes (7.4%)
 - 2) No (skip to question 11) (92.6%)

- 10.2 What did you use the website for? (*don't read*)
- 1) Directions/Parking (8.1%)
 - 2) Ground Transportation (8.1%)
 - 3) Shops/Concessions/Terminal Layout (2.7%)
 - 4) Flight/Airline Information (48.6%)
 - 5) Airport Facts/News (5.4%)
 - 6) Airport Projects/Job Opportunities (5.4%)
 - 7) Tourism information (13.5%)
 - 8) Other _____(specify) (10.8%)

- 10.3 Did you find the information you needed on the website?
- 1) Yes (91.9%)
 - 2) No (8.1%)

Now I'd like to ask you a few questions regarding your perceptions of John Wayne Airport.

11. What is your primary reason for choosing John Wayne Airport? (*don't read options*)
- 1) Convenient location/proximity to home (92.8%)
 - 2) Better flight schedule/availability (1.6%)
 - 3) Larger choice of airlines (0.6%)
 - 4) Variety of international connections (0.0%)
 - 5) Better freeway/road access to terminals (0.0%)
 - 6) Better parking facilities (0.2%)
 - 7) Better shuttle availability (0%)
 - 8) Better taxi availability (0.)
 - 9) Better rental car availability (0%)
 - 10) Better transit access (0.8%)
 - 11) Variety of food & drink establishments (0.2%)
 - 12) Quality of food & drink establishments (0%)
 - 13) Variety of retail establishments (0%)
 - 14) Less busy/less intimidating than other airports (1.2%)
 - 15) Travel planned by corporate or family planner (0.4)
 - 16) Affordability/cost (0.6%)
 - 18) Other _____ (*specify*) (0.4%)

12. When you choose to fly out of airports other than John Wayne, what is your primary reason for doing so? (*don't read options.*)

- 1) Cost/affordability (42.6%)
- 2) Location (7.2%)
- 3) Flight schedule/availability (29.2%)
- 4) Variety of international connections (9.6%)
- 5) Choice of airlines (1.6%)
- 6) Freeway/road access to terminals (0.2%)
- 7) Parking facilities (0.2%)
- 8) Transit access (0%)
- 9) Shuttle/taxi/rental car availability (0.4%)
- 10) More relaxing environment, less busy (0%)
- 11) Travel planned by corporate or family planner (0.4%)
- 12) Other (2.0%)
- 18) Never use other airports (2.8%)
Don't know/refused (2.8%)

13. How important is the price of airfare in making a decision about which airport to use? Would you say it's "Very Important," "Important," "Somewhat Important," or "Not important at all"?

- 1) Very important (50.0%)
- 2) Important (22.8%)
- 3) Somewhat important (19.2%)
- 4) Not important at all (7.2%)
- 6) Depends on trip purpose (business or pleasure) (0.6%)
- 19) Not my decision, don't know (0.2%)

14. We'd like to know how satisfied you are with specific features of John Wayne Airport. Using an A to F grade scale, as in a school report card, how would you grade John Wayne Airport on ... (*D/K = don't know*. Continue with "how would you grade John Wayne on _____" for each option)

	1	2	3	4	5	9
1) Flight frequency and availability	A(18.4%) D(5.4%)		B(42.8%) F(2.1%)		C(31.3%) D/K	
2) Variety of air carriers	A(24.1%) D(5.8%)		B(45.0%) F(0.9%)		C (24.1%) D/K	
3) Shuttle service	A(36.6%) D(2.3%)		B(41.2%) F(2.7%)		C(17.1%) D/K	
4) Taxi service	A(40.8%) D(1.8%)		B(40.8%) F(3.2%)		C(13.3%) D/K	
5) Rental car service	A(41.8%) D(2.7%)		B(39.6%) F(1.6%)		C(14.3%) D/K	
6) Baggage handling	A(37.7%) D(4.5%)		B(38.7%) F(2.6%)		C(16.6%) D/K	
7) Information booth & assistance	A(41.3%) D(2.9%)		B(38.9%) F(0.6%)		C(16.2%) D/K	
8) Signage of airport terminals & roadways	A(50.1%) D(3.3%)		B(34.4%) F(1.6%)		C(10.5%) D/K	

9) Parking	A(33.7%) D(7.3%)	B(35.5%) F(4.4%)	C(19.2%) D/K
10) Transit access	A(40.2%) D(2.5%)	B(35.3%) F(2.8%)	C(19.3%) D/K
11) Airport shops	A(24.1%) D(3.9%)	B(44.6%) F(1.4%)	C(26.0%) D/K
12) Airport food & drink establishments	A(23.3%) D(5.2%)	B(45.7%) F(1.4%)	C(24.3%) D/K
13) Airport news stands	A(34.9%) D(2.4%)	B(40.7%) F(0.9%)	C(21.1%) D/K
14) Airport art exhibits	A(39.6%) D(2.5%)	B(35.4%) F(1.6%)	C(20.9%) D/K
15) Cleanliness of airport facilities	A(70.2%) D(0.6%)	B(24.4%) F(0.2%)	C(4.6%) D/K
16) Customer Service	A(41.1%) D(2.5%)	B(44.1%) F(0.9%)	C(11.3%) D/K
15. Please rate your overall satisfaction with John Wayne Airport	A(31.9%) D(1.6%)	B(54.0%) F	C(12.5%) D/K
15.1 Why did you give John Wayne Airport an overall grade of _____? (refer back to answer given in question 15)			
16. In terms of your feelings about John Wayne Airport, which one of the following statements would you most agree with? (<i>read options</i>)			
1) John Wayne Airport provides excellent travel services and is a great asset to Orange County. (37.4%)			
2) John Wayne Airport facilities and services are good and meet my travel needs. (48.4%)			
3) I don't have any strong feelings about John Wayne Airport. (9.0%)			
4) I don't care to use John Wayne Airport because it doesn't fit my needs. (0.6%)			
I'd like to ask you a few questions about the concession services at John Wayne Airport.			
16.1 Have you eaten at any of the restaurants or food stands at John Wayne?			
1) Yes (62.0%)			
2) No (skip to Q 16.3) (36.2%)			
3) Don't know (skip to Q16.3) (1.8%)			
16.2 Overall, how satisfied were you with the food services at John Wayne Airport? Were you..(<i>read options</i>)			
1) Very satisfied (23.9%)			
2) Satisfied (48.4%)			
3) Somewhat satisfied (24.5%)			
4) Not at all satisfied (3.2%)			

- 16.3 Have you bought magazines, gifts, or other items at any of the stores at John Wayne Airport?
- 1) Yes (42.8%)
 - 2) No (skip to Q 16.5) (56.0%)
 - 3) Don't know (skip to Q 16.5) (1.2%)
- 16.4 On a scale of A to F, like a report card, how would you rate the selection of products sold at John Wayne Airport compared with other airports?
- 1) A (20.6%)
 - 2) B (43.9%)
 - 3) C (29.4%)
 - 4) D (3.7%)
 - 5) F (2.3%)
- 16.5 6.5 What additional stores, restaurants, or services would you like to see at John Wayne Airport? Would you like to see...
- 1) A wider variety of shops (5.4%)
 - 2) A wider variety of restaurants (20.2%)
 - 3) Longer hours of operation for shops and restaurants (4.0%)
 - 4) A bookstore (2.8%)
 - 5) Stamps and postal services (0.4%)
 - 6) More ATMs and banking services (0.8%)
 - 7) No improvements necessary (DON'T READ) (24.4%)
- Other (9.0)
- Don't know (36.0%)
- The following demographic information is for research purposes only:
17. Sex (**record by observation**)
- 1) Male (42.6%)
 - 2) Female (57.4%)
 - 3) Not sure
18. Please stop me when I read the category that includes your age:
- 1) 18-24 (8.0%)
 - 2) 25-34 (18.8%)
 - 3) 35-44 (23.3%)
 - 4) 45-54 (23.7%)
 - 5) 55-64 (12.2%)
 - 6) 65 & over (12.2%)
 - 19) Don't know/refused (**don't read**) (1.7%)

19. Which category best describes your ethnicity?

- 1) African-American (1.6%)
- 2) Asian (7.0%)
- 3) Caucasian (77.2%)
- 4) Hispanic (5.4%)
- 5) Native American (1.4%)
- 6) Pacific Islander (1.4%)
- 7) Other (0.6%)
- 19) Don't know/refused (**don't read**) (5.4%)

20. I'm going to read a series of household income ranges. Please stop me when I get to the range that best reflects your total household income in 1999 before taxes:

- 1) Under \$15,000 (2.4%)
- 2) \$15,000-\$24,999 (3.8%)
- 3) \$25,000-\$49,999 (11.6%)
- 4) \$50,000-\$74,999 (17.4%)
- 5) \$75,000-\$99,999 (19.8%)
- 6) \$100,000-\$124,999 (9.2%)
- 7) \$125,000-\$149,999 (4.0%)
- 8) \$150,000-\$175,000 (2.4%)
- 9) Over \$175,000 (9.6%)
- 19) Don't know/refused (**don't read**) (19.8%)

(go to number 23)

21. **Eliminated**

22. **(read to non-John Wayne Airport users only-from question 7)**

What is the primary reason you have not used John Wayne Airport in the last year? (don't read options)

- 1) Location
- 2) Flight schedules
- 3) Airlines available
- 4) Ticket price
- 5) Freeway/roadway access to terminals
- 6) Parking convenience
- 7) Parking cost
- 8) Availability of shuttle/taxi/car rental
- 9) Variety of food & drink establishments
- 10) Quality of food & drink establishments
- 11) Variety of rental establishments
- 12) More intimidating/confusing than other airports
- 13) Haven't traveled in the last year
- 18) Other

READ TO ALL RESPONDENTS

Thank you very much for your time. Have a nice evening/day.

Appendix B: Intercept Survey Instrument and Frequencies

4.1 John Wayne Airport Intercept Survey

Name of Airline	Flight Number	Day/Time of Interview	Interviewer
-----------------	---------------	-----------------------	-------------

Hello/I beg your pardon. Are you here to board a departing flight? (*Proceed only with "Yes" answer*)

(*Ask only if uncertain*) Are you over 18 years of age? (*Proceed only with "Yes" answer*)

We are conducting a brief survey to help improve services here at John Wayne Airport. Would you be willing to answer a few questions?

1. Are you a resident of Orange County or a visitor?

- 1) Resident (39.1%)
- 2) Visitor (*skip to question 2*) (60.9%)

1.1 What city do you live in? _____

1.2 What is your zip code? _____ (*skip to question 3*)

2. Where did you stay during your visit?

- 1) Private residence (34.4%)
- 2) Hotel/motel (50.0%)
- 3) School/college (0.5%)
- 4) Campground (0%)
- 5) Cruise (0.2%)
- 6) None; arrived on another flight (6.91%)
- 18) Other _____ (8.1%)
- 19) Refused (*don't read*)

3. How did you get to the airport today?

- 1) Private auto/drive alone (24.2%)
- 2) Private auto/drop off (34.9%)
- 3) Taxi (6.2%)
- 4) Rental Car (20.1%)
- 5) Public transit (0.3%)
- 6) Hotel/motel courtesy shuttle (4.6%)
- 7) Airport bus/limousine (1.9%)
- 8) Airport shuttle (3.6%)
- 9) Arrived on another flight (3.6%)
- 19) Refused/don't know (*don't read*) (0.5%)

4. What is the main purpose of your trip today?
- 1) Business (43.2%)
 - 2) Business Convention (2.5%)
 - 3) Pleasure (41.0%)
 - 4) Combined business & pleasure (3.2%)
 - 5) School/education (0.6%)
 - 6) Personal (8.5%)
 - 18) Other _____ (0.9%)
 - 19) Refused (*don't read*)
5. What sources do you rely upon for information on airports? (*read list, check all that apply*)
- 1) Local newspaper ((5.6%)
 - 2) Travel agency (26.2)
 - 3) Travel magazines (1.3%)
 - 4) Business publications (0.0%)
 - 5) Radio (1.3%)
 - 6) T.V. Media (2.9%)
 - 7) Relative/friend (10.3%)
 - 8) Business associate (3.3%)
 - 9) Corporate travel planner (13.5%)
 - 10) Internet (38.3%)
 - 18) Other _____ (21.5%)
6. What local publications do you read? _____
- 6.1 Have you visited the website for John Wayne Airport?
- 1) Yes (8.8%)
 - 2) No (*skip to question 7*) (91.2)
- 6.2 What did you use the website for? (*don't read*)
- 1) Directions/Parking (27.3%)
 - 2) Ground Transportation (5.5%)
 - 3) Shops/Concessions/Terminal Layout (1.8%)
 - 4) Flight/Airline Information (49.1%)
 - 5) Airport Facts/News (5.5%)
 - 6) Airport Projects/Job Opportunities (16.4%)
 - 7) Tourism Information (0%)
 - 8) Other _____ (*specify*) (16.4%)
- 6.3 Did you find the information you needed on the website?
- 1) Yes (88.7%)
 - 2) No (11.3%)

7. What is the primary reason you chose John Wayne Airport for travel today? (*don't read*)
- 1) Convenient location/proximity to home (82.8%)
 - 2) Better flight schedule/availability (3.8%)
 - 3) Larger choice of airlines (0%)
 - 4) Variety of international connections (0%)
 - 5) Better freeway/road access to terminals (0.6%)
 - 6) Better parking facilities (0%)
 - 7) Better shuttle availability (0%)
 - 8) Better taxi availability (0%)
 - 9) Better rental car availability (0.2%)
 - 10) Better transit access (0%)
 - 11) Variety of food & drink establishments (0%)
 - 12) Quality of food & drink establishments (0%)
 - 13) Variety of retail establishments (0%)
 - 14) Less busy/less intimidating than other airports (1.7%)
 - 15) Travel planned by corporate or family planner (3.6%)
 - 16) Affordability/cost (3/2%)
 - 17) Overall quality and convenience of airport (1.9%)
 - 18) Other _____ (*specify*) (2.2%)
8. When you choose to use airports other than John Wayne Airport, what is your primary reason for doing so? (*don't read*)
- 1) Cost/affordability (19.6%)
 - 2) Convenient location (42.1%)
 - 3) Flight schedule/availability (22.5%)
 - 4) Variety of international connections (3.3%)
 - 5) Choice of airlines (0.2%)
 - 6) Freeway/road access to terminals (0%)
 - 7) Parking facilities (0.2%)
 - 8) Transit access (0%)
 - 9) Shuttle/taxi/rental car availability (0%)
 - 10) More relaxing environment, less busy (0.3%)
 - 11) Travel planned by corporate or family planner (3.2%)
 - 12) Other _____ (*specify*) (0.6%)
 - 18) Never use other airports (8.1%)
9. How important is the price of airfare in making a decision about which airport to use? Would you say it's "Very Important," "Important," "Somewhat Important," or "Not important at all?"
- 1) Very important (33.3%)
 - 2) Important (19.6%)
 - 3) Somewhat important (23.7%)
 - 4) Not important at all (14.1%)
 - 5) Depends on trip purpose (7.4%)
 - 19) Not my decision, don't know (1.9%)

10. Including yourself, how many people are in your travel party?

- 1) One (65.5%)
- 2) Two (20.5%)
- 3) Three (6.6%)
- 4) Four (4.1%)
- 5) Five or more (3.3%)

11. How many people came to see you off today?

- 1) One (22.4%)
- 2) Two (4.4%)
- 3) Three (1.3%)
- 4) Four (0.6%)
- 5) Five or more (0.9%)
- 6) None (70.3%)

12. Including today, how many times have you used John Wayne Airport within the past year?

0	0.3%	12	3.2%	30	1.6%	120	0.2%
1	31.7%	13	0.2%	35	0.3%	125	0.3%
2	12.9%	14	0.3%	36	0.5%		
3	8.8%	15	3.2%	40	1.1%		
4	4.9%	16	0.3%	45	0.3%		
5	4.3%	18	0.2%	48	0.2%		
6	4.3%	20	4.1%	50	2.2%		
7	2.2%	22	0.2%	52	0.3%		
8	1.9%	24	1.3%	60	0.3%		
9	0.9%	25	2.2%	75	0.2%		
10	4.7%	28	0.2%	100	0.5%		

13. About how much time do you expect to spend in the airport terminal today from the time of your arrival until your scheduled departure time?

- 1) 15 minutes (1.4%)
- 2) 30 minutes (7.4%)
- 3) 45 minutes (12.1%)
- 4) 60 minutes (36.1%)
- 5) More than 60 minutes (42.9%)

14. eliminated

15. eliminated

16. We'd like to know how satisfied you are with specific features of John Wayne Airport. Using an A to F grade scale, as in a school report card, how would you grade John Wayne Airport on (*circle grade, D/K = don't know*)

	1	2	3	4	5	19
1) Flight frequency & availability	A (30.2%) D (4.0%)		B (45.0%) F (1.6%)		C (19.2%) D/K	
2) Variety of air carriers	A (31.8%) D (2.6%)		B (45.6%) F (1.4%)		C (18.7%) D/K	
3) Shuttle service	A (53.0%) D (4.4%)		B (29.8%) F (2.2%)		C (10.5%) D/K	
4) Taxi service	A (44.6%) D (1.9%)		B (38.9%) F (2.5%)		C (12.1%) D/K	
5) Rental car service	A (49.8%) D (1.7%)		B (37.8%) F (0.8%)		C (10.0%) D/K	
6) Baggage handling	A (50.1%) D (3.7%)		B (34.4%) F (3.7%)		C (8.0%) D/K	
7) Information booth & assistance	A (50.0%) D (3.0%)		B (39.4%) F (1.5%)		C (6.1%) D/K	
8) Signage of airport terminal & roadways	A (53.1%) D (3.5%)		B (31.8%) F (2.2%)		C (9.4%) D/K	
9) Parking	A (43.7%) D (5.6%)		B (35.9%) F (2.2%)		C (123.5%) D/K	
10) Transit Access	A (51.9%) D (2.8%)		B (37.0%) F (0%)	D/K	C (8.3%)	
11) Airport shops	A (28.7%) D (3.8%)		B (45.3%) F (1.0%)		C (21.2%) D/K	
12) Airport food & drink establishments	A (27.1%) D (4.0%)		B (44.4%) F (1.8%)		C (22.7%) D/K	
13) Airport newsstands	A (26.3%) D (2.1%)		B (49.2%) F (0.3%)		C (22.0%) D/K	
14) Airport art exhibits	A (45.1%) D (2.2%)		B (40.7%) F (1.3%)		C (10.6%) D/K	
15) Cleanliness of airport facilities	A (71.7%) D (0.3%)		B (25.1%) F (0.2%)		C (2.7%) D/K	
16) Customer Service	A (58.7%) D (0.2%)		B (36.9%) F (0.5%)		C (3.8%) D/K	

17. Please rate your overall satisfaction with John Wayne Airport
- | | | |
|-----------|-----------|----------|
| A (42.3%) | B (54.1%) | C (3.3%) |
| D (3.3%) | F (0%) | D/K |

(Open-ended question asking for an explanation for response to question 17 is eliminated.)

17.1 Why did you give John Wayne Airport an overall grade of ____? *(refer back to answer given in question 17)*

18. eliminated

19. In terms of your feelings about John Wayne Airport, which one of the following statements would you most agree with?

- 1) John Wayne Airport provides excellent travel services and is a great asset to Orange County. (43.5%)
- 2) John Wayne Airport facilities and services are good and meet my travel needs. (50.7%)
- 3) I don't have any strong feelings about John Wayne Airport. (5.4%)
- 4) I don't care to use John Wayne Airport because it doesn't fit my needs. (0.3%)

I'd like to ask you a few questions about the concession services at John Wayne Airport.

19.1 Have you ever eaten at any of the restaurants or food stands at John Wayne?

- 1) Yes(59.9%)
- 2) No *(skip to question 19.3)* (40.1%)
- 3) Don't know *(skip to question 19.3)*

19.2 Overall, how satisfied were you with the food services at John Wayne? Were you. . .

- 1) Very satisfied (23.2%)
- 2) Satisfied (57.0%)
- 3) Somewhat satisfied (16.4%)
- 4) Not at all satisfied (3.4%)

19.3 Have you ever bought magazines, gifts, or other items at any of the stores at John Wayne?

- 1) Yes (43.8%)
- 2) No *(skip to question 19.5)* (56.1%)
- 3) Don't know *(skip to question 19.5)* (0.2%)

19.4 On a scale of A to F, like on a report card, how would you rate the selection of products sold at John Wayne Airport compared with other airports?

- 1) A (29.3%)
- 2) B (46.1%)
- 3) C (20.7%)
- 4) D (3.2%)
- 5) F (0.7%)

19.5 What additional stores, restaurants, or services would you like to see at John Wayne Airport? (*check as many as apply*)

- 1) A wider variety of shops (8.8%)
- 2) A wider variety of restaurants (21.5%)
- 3) Longer hours of operation for shops and restaurants (4.4%)
- 4) A bookstore (8.2%)
- 5) Stamps and postal services (2.7%)
- 6) More ATMs and banking services (5.4%)
- 7) Curbside valet service (1.6%)
- 8) No improvements necessary (57.9%)
- 9) Other _____ (*specify*) (15.9%)

The following demographic information is for research purposes only:

20. Sex (***record by observation***)

- 1) Male (56.8%)
- 2) Female (43.2%)

21. Please stop me when I read the category that includes your age:

- 1) 18-24 (5.7%)
- 2) 25-34 (20.0%)
- 3) 35-44 (27.0%)
- 4) 45-54 (25.2%)
- 5) 55-64 (13.2%)
- 6) 65 & over (8.0%)
- 19) Refused (*don't read*)(0.8%)

22. Which category best describes your ethnicity?

- 1) African-American (5.5%)
- 2) Asian (7.3%)
- 3) Caucasian (79.0%)
- 4) Hispanic (3.9%)
- 5) Native American (0.3%)
- 6) Pacific Islander (0.5%)
- 18) Other (1.9%)
- 19) Refused (*don't read*)(1.6%)

23. I'm going to read a series of household income ranges. Please stop me when I get into the range that best reflects your total household income in 1999 before taxes:

- 1) Under \$15,000 (1.7%)
- 2) \$15,000-\$24,999 (1.9%)
- 3) \$25,000-\$49,999 (11.1%)
- 4) \$50,000-\$74,999 (15.2%)
- 5) \$75,000-\$99,999 (15.5%)

- 6) \$100,000-\$124,999 (15.6%)
- 7) \$125,000-\$149,999 (7.4%)
- 8) \$150,000-\$174,999 (6.0%)
- 9) Over \$175,000 (8.0%)
- 19) Don't know/refused (*don't read*) (16.9%)

24. moved to first page

25. And one final question. Do you work in Orange County?

- 1) Yes (29.7%)
- 2) No (*skip to question 27*) (70.3%)

26. Where do you work in Orange County? _____
City Zip Code

27. ***Thank you for your time.***



PALM SPRINGS PASSENGER SURVEY QUESTIONNAIRE

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PALM SPRINGS REGIONAL AIRPORT PASSENGER MARKET SURVEY

The Palm Springs Airport is conducting a survey to help improve the retail services made available to travelers/visitors at the Airport. To help in this effort, we need your cooperation in answering a few questions about yourself, today's trip, and what types of food service and retail shops you would like to see offered at Palm Springs Airport.

This survey will take approximately 5 minutes. Thank you for your time and comments.

Please Circle the Number to the Left of the Appropriate Response.

ABOUT YOUR TRIP TODAY

1. **How often do you use Palm Springs Airport as a departing passenger?**
 1. Weekly
 2. Once or twice a month
 3. Every other month
 4. Once or twice a year
 5. First time
2. **Please circle the correct statement:**
 1. I am beginning my air travel today at Palm Springs Airport.
 2. I began my air travel at another airport today and will be connecting to another airplane here at Palm Springs Airport.
3. **How did you get to the Airport?**
 1. Private car – dropped off at the airport
 2. Private car – parked in airport lot
 3. Rental car
 4. Taxi/limo/shuttle
 5. Hotel van/courtesy van
 6. Public transportation
4. **Did you use curbside check-in?**
 1. Yes
 2. No
5. **Did you check-in at the ticket counter before going to your gate?**
 1. Yes
 2. No
6. **How many pieces of luggage did you check-in?**
 1. None
 2. 1-2 pieces
 3. 3 - 4 pieces
 4. More than 4
7. **How many people accompanied you into the terminal to see you off?**

If none, please write "0".

Adults _____ Children (Under 18) _____





PALM SPRINGS REGIONAL AIRPORT PASSENGER MARKET SURVEY

8. The primary purpose of this trip was or will be:
- | | |
|--------------------------|-----------------------------------|
| 1. Pleasure | 4. Business and pleasure combined |
| 2. Business related | 5. Other _____ |
| 3. Convention/conference | |
9. Excluding yourself, how many people are traveling with you today?
If none, please write "0".
Adults _____ Children (Under 18) _____
10. What airline will you be flying today?
- | | |
|-------------------------|-----------------------|
| 1. Alaska | 8. Skywest |
| 2. America West | 9. TWA |
| 3. America West Express | 10. United |
| 4. American | 11. United Express |
| 5. American Eagle | 12. USAirways Express |
| 6. Canada 3000 | 13. West Jet |
| 7. Northwest | 14. Other _____ |
11. How long will you be at the Airport before departing on your flight today (including checking-in luggage)?
- | | |
|-------------------------|----------------------|
| 1. Less than 20 minutes | 5. 1 to 2 hours |
| 2. 20 to 30 minutes | 6. 2 to 3 hours |
| 3. 30 to 45 minutes | 7. 3 to 4 hours |
| 4. 45 to 60 minutes | 8. More than 4 hours |
12. What is your final airport destination today?
- City _____ State/Country _____

ABOUT YOUR PREFERENCES

13. Which of the following types of food/beverage service would you prefer to use when you come to the Airport (circle all that apply)?
- | | |
|-------------------------------|------------------------|
| 1. Fast food/food court | 4. Cafeteria |
| 2. Café limited table service | 5. Cocktail lounge/bar |
| 3. Full service restaurant | |
14. When choosing a restaurant/fast food, which would you prefer?
1. National brand names (Burger King/Coco's, etc.)
 2. Regional favorites (Las Casuelas, Agua Bar & Grill, etc.)
 3. Combination of national names & regional favorites
 4. Name recognition does not matter





PALM SPRINGS REGIONAL AIRPORT PASSENGER MARKET SURVEY

15. Circle all the types of food you would eat if available at the Airport.

- | | |
|----------------------------|---|
| 1. Deli/sandwiches | 8. Italian/pasta |
| 2. Grilled/roasted chicken | 9. Salads |
| 3. Pizza | 10. Health snacks (dried fruits, nuts) |
| 4. Chinese/Korean/Japanese | 11. Bagels |
| 5. Hamburgers | 12. Freshly baked pastries/cookies/breads |
| 6. Hot dogs | 13. Ice cream/frozen yogurt |
| 7. Mexican | 14. Other _____ |

16. Circle the types of beverage you usually purchase or might purchase if available at the Airport.

- | | |
|-----------------------|-----------------------------|
| 1. Coffee/tea/milk | 5. Alcoholic mixed beverage |
| 2. Soda | 6. Bottled water |
| 3. Fresh fruit juices | 7. Other _____ |
| 4. Beer/wine | |

17. Circle all the items you might purchase if available at the Airport.

- | | |
|--|---------------------------------------|
| 1. Newspapers/periodicals | 11. National sports team items |
| 2. Books | 12. Luggage/leather goods |
| 3. Sundries (e.g. aspirin/film) | 13. Music CDs/tapes |
| 4. Perfumes/soaps | 14. Children's clothes/toys |
| 5. Costume jewelry | 15. Packaged foods & candy |
| 6. Southwestern jewelry | 16. Tour guide, maps |
| 7. Artwork/crafts by local artists | 17. Athletic shoes/clothing |
| 8. General souvenir items (T-shirts, mugs) | 18. Sportswear/outdoor wear/backpacks |
| 9. Greeting cards | 19. Golfing accessories |
| 10. Resort wear/apparel | 20. Tennis accessories |
| | 21. Other _____ |

18. Circle all stores from which you might make a purchase if located at the airport.

National Brand Name

1. Tinder Box
2. Sunglass Hut
3. Body Shop
4. Photo Express
5. Oshman's Sports USA
6. PGA Golf Tour Shop
7. Nike/Adidas Shop
8. The Gap/A/X Exchange
9. Starbucks
10. Hallmark Card Shop
11. Waldenbooks/Barnes & Noble
12. Sharper Image/Brookstone
13. Museum Store
14. Nature Company/Nat'l Geographic
15. Nevada Bob's Discount Golf & Tennis

Local Brand Name

16. Garys Island
17. Lumpys Discount Golf
18. Oasis Date Garden
19. Cookies by Design
20. The Tortoise Shelf
21. Leed's & Son Jewelers
22. Java Springs
23. Southwest Gifts
24. Canyon Floral
25. Childrens' Discovery Museum
26. Palm Desert Tobacco & Gifts
27. All About Massage
28. Things Palm Springs
29. Lady Golf
30. Other _____





PALM SPRINGS REGIONAL AIRPORT PASSENGER MARKET SURVEY

19. Circle the services/facilities you would use if provided at the Airport.

- | | |
|---|---|
| 1. Bank/ATMs | 11. Baby changing room/childrens' activity room |
| 2. Shoe shine | 12. Post office/stamp machine |
| 3. Hair salon | 13. Phone cards |
| 4. Manicurist | 14. Medical/pharmacy |
| 5. Full service bank | 15. Airline lounge/frequent flyer lounge room |
| 6. Business center (fax, copying service) | 16. Massage |
| 7. Meeting/conference rooms | 17. Video/computer conferencing |
| 8. Tourist information desk | 18. Computer link-up |
| 9. Package delivery | 19. Real estate brokerage services |
| 10. Video arcade | 20. Reservation center |

ABOUT YOUR VISIT TO THE PALM SPRINGS AREA

***** If You Were a Visitor to the Palm Springs Area, Please Compete Questions #20-22. *****
Otherwise, Skip to Question 23.

20. Which city were you staying in while you were in the area?

- | | | |
|-----------------------|-----------------|-------------------|
| 1. Bermuda Dunes | 5. Indio | 9. Palm Springs |
| 2. Cathedral City | 6. Indian Wells | 10. Rancho Mirage |
| 3. Coachella | 7. La Quinta | 11. Other_____ |
| 4. Desert Hot Springs | 8. Palm Desert | |

21. Which activities did you participate in while in the area (circle all that apply)?

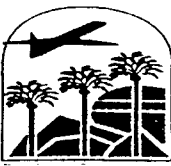
- | | |
|------------------------------|--|
| 1. Aerial tram | 9. Rock climbing - Indian Canyons |
| 2. Casino/gambling | 10. Shopping |
| 3. Equestrian | 11. Sight seeing |
| 4. Golfing | 12. Spa/massage therapeutic facilities |
| 5. Hiking | 13. Swimming |
| 6. Hot air balloons | 14. Sky diving |
| 7. Joshua Tree National Park | 15. Tennis |
| 8. Polo | 16. Other_____ |

22. Approximately how long was your stay?

- | | |
|-------------|------------------------|
| 1. 1-2 days | 5. 8-10 days |
| 2. 3-4 days | 6. 11-14 days |
| 3. 5-6 days | 7. 15-30 days |
| 4. 7 days | 8. Longer than 1 month |







PALM SPRINGS REGIONAL AIRPORT PASSENGER MARKET SURVEY



*Please return this questionnaire to the survey interviewer.
We appreciate you taking the time today to complete this survey.*

Thank you.

FOR IN-HOUSE USE ONLY

Interviewer Name: _____

TIME OF DAY

- | | |
|-----------------|------------------|
| 1. 5 am – 6 am | 9. 2 pm – 3 pm |
| 2. 6 am – 7 am | 10. 3 pm – 4 pm |
| 3. 7 am – 8 am | 11. 4 pm – 5 pm |
| 4. 8 am – 9 am | 12. 5 pm – 6 pm |
| 5. 10 am–11 am | 13. 6 pm – 7 pm |
| 6. 11 am–12 am | 14. 7 pm – 8 pm |
| 7. 12 pm – 1 pm | 15. 8 pm – 10 pm |
| 8. 1 pm – 2 pm | |

DAY OF WEEK

- | | |
|--------------|-------------|
| 1. Monday | 5. Friday |
| 2. Tuesday | 6. Saturday |
| 3. Wednesday | 7. Sunday |
| 4. Thursday | |

Gate _____





SAN DIEGO 1998 CUSTOMER SATISFACTION SURVEY AND 1998 TOTAL AIRPORT EXPERIENCE SURVEY PASSENGER SURVEY QUESTIONNAIRES

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Viewpoint • America

Airport Traveler Intercept 90298

Interviewer: _____ (Initials)	Time: _____
Day: _____	
Airport Location: _____	

Hello, I am (your name) with Viewpoint • America, a national research firm. We are conducting an important, independent survey today with Airport travelers. This project is in cooperation with the San Diego Unified Port District, there are no right or wrong answers, and all your answers are strictly confidential.

1. Are you?
- | | | |
|--------------|--------------------|--|
| A. Arriving | | <i>(If "ARRIVING", SKIP TO Q. 1A)</i> |
| B. Departing | | <i>(If "DEPARTING", SKIP TO Q. 2)</i> |
| C. REF | DO NOT READ | <i>(If "REFUSED", TERMINATE AND TALLY)</i> |

- 1A. Is this your first visit to San Diego International Airport?
- | | | |
|--------|--------------------|----------------------------------|
| A. YES | | <i>(If "YES", TERMINATE)</i> |
| B. NO | | <i>(If "NO", CONTINUE)</i> |
| C. REF | DO NOT READ | <i>(If "REFUSED", TERMINATE)</i> |

- | | |
|---|--|
| 2. What is/was the purpose of your trip?
A. Business
B. Leisure
C. Other _____ | 3. How many trips a year do you make for:
A. Business _____
B. Leisure _____
C. Other _____ |
|---|--|

4. What city do you live in? _____

IF Q. 4 IS OUT-OF-COUNTY, SKIP TO Q. 6

5. From your experience, what is THE most important challenge facing the San Diego Port District today?

6. As an air traveler, think about your recent experience at the San Diego International Airport. I am going to read you a list of factors. Some may apply to you and others may not. Using a scale of ONE to FIVE, where FIVE is VERY SATISFIED and ONE is VERY DISSATISFIED, how would you rate your satisfaction with the Airport's . . . ? (READ EACH, ROTATE)

VERY	4	3	2	1	0
SATISFD				DISSATISFD	D/K

A. Road signage immediately leading into/out-of the airport	5	4	3	2	1	0
---	---	---	---	---	---	---

IF 2 OR 1 . . .

A1. Which of these reasons explains why you said that? (MULTIPLE RESPONSE)

- | | |
|-----------------------------|---------------------------|
| 1. Too hard to read | 3. Not enough information |
| 2. Signs not easy to follow | 4. Other |

B. Airport parking	5	4	3	2	1	0
--------------------	---	---	---	---	---	---

IF 2 OR 1 . . .

B1. Which of these reasons explains why you said that? (MULTIPLE RESPONSE)

- | | |
|-----------------------------------|----------------------------|
| 1. Not enough spaces | 3. Exiting delays/too slow |
| 2. Parking too far from terminals | 4. Cost of parking |
| | 5. Other |

C. Service at ticket counter	5	4	3	2	1	0
------------------------------	---	---	---	---	---	---

IF 2 OR 1 . . .

C1. Which of these reasons explains why you said that? (MULTIPLE RESPONSE)

- | | |
|------------------------------|--------------------------------|
| 1. Lines too long | 3. Congested ticket lobby area |
| 2. Check-in process too slow | 4. Other |

D. Service at security check points	5	4	3	2	1	0
-------------------------------------	---	---	---	---	---	---

IF 2 OR 1 . . .

D1. Which of these reasons explains why you said that? (MULTIPLE RESPONSE)

- | | |
|------------------------|---------------------------------|
| 1. Lines too long | 3. Personal property mishandled |
| 2. Processing too slow | 4. Other |

E. Ease of reaching departures gates	5	4	3	2	1	0
--------------------------------------	---	---	---	---	---	---

IF 2 OR 1 . . .

E1. Which of these reasons explains why you said that? (MULTIPLE RESPONSE)

- | | |
|--|-----------------------------|
| 1. Walk too long | 4. Difficult to locate gate |
| 2. Unclear signage | 5. Other |
| 3. Flight monitors unclear or inaccurate | |

F. Access to transportation leaving the airport	5	4	3	2	1	0
---	---	---	---	---	---	---

IF 2 OR 1 . . .

F1. Which of these reasons explains why you said that? (MULTIPLE RESPONSE)

- | | |
|--|---|
| 1. Walking distance too long | 5. Shuttle pick-up takes too long |
| 2. Sky-bridge too much trouble | 6. No nearby ground transportation/hotel phones |
| 3. Rental car counters unstaffed | 7. Other |
| 4. Poor signs where to wait for ground carrier | |

G. Baggage delivery	5	4	3	2	1	0
---------------------	---	---	---	---	---	---

IF 2 OR 1 . . .

G1. Which of these reasons explains why you said that? (MULTIPLE RESPONSE)

- | | |
|-------------------------------------|---|
| 1. Wait too long for bags | 4. Damaged/missing bags |
| 2. Unsure which bag carousel to use | 5. Insufficient skycap service at baggage claim |
| 3. Unclear directions to claim area | 6. Other |

H. Cleanliness of restrooms	5	4	3	2	1	0
-----------------------------	---	---	---	---	---	---

IF 2 OR 1 . . .

H1. Of the following conditions, which explain why you said that? (MULTIPLE RESPONSE)

- | | |
|--------------------------|--------------------|
| 1. Trash overflowing | 4. Floors dirty |
| 2. Unclean toilets | 5. Mirrors unclean |
| 3. Countertops wet/dirty | 6. Other |

I. Cleanliness of other airport areas	5	4	3	2	1	0
---------------------------------------	---	---	---	---	---	---

IF 2 OR 1 . . .

I1. Of the following locations, which explain why you said that? (MULTIPLE RESPONSE)

- | | |
|----------------------------|---------------|
| 1. Gate areas | 4. Curb front |
| 2. Concourses/ticket areas | 5. Other |
| 3. Restaurants & shops | |

J. Effectiveness of signage in terminals	5	4	3	2	1	0
--	---	---	---	---	---	---

IF 2 OR 1

J 1. Which of these reasons explains why you said that? (MULTIPLE RESPONSE)

- | | |
|-----------------------------|-------------------|
| 1. Too hard to read | 4. Poorly located |
| 2. Signs not easy to follow | 5. Other |
| 3. Too many signs | |

7. Think about your experience with employees serving you anywhere at the airport. You may have an opinion about some and others you may not. If FIVE is EXCELLENT and ONE is NEEDS IMPROVEMENT, how would you rate employee service at the . . . ? (READ EACH, ROTATE)

NEEDS
EXCELLNT 4 3 2 IMPRVMT D/K

A. Parking lots	5	4	3	2	1	0
-----------------	---	---	---	---	---	---

IF 2 OR 1 . . .

A1. Which of these reasons explains why you said that? (MULTIPLE RESPONSE)

- | | |
|---------------------------|--|
| 1. Employee attitude | 5. Employee's responsiveness to your needs |
| 2. Employee courteousness | |
| 3. Employee knowledge | 6. Other |
| 4. Insufficiently staffed | |

B. Curbside check-in	5	4	3	2	1	0
----------------------	---	---	---	---	---	---

IF 2 OR 1 . . .

B1. Which of these reasons explains why you said that? (MULTIPLE RESPONSE)

- | | |
|---------------------------|--|
| 1. Employee attitude | 5. Employee's responsiveness to your needs |
| 2. Employee courteousness | |
| 3. Employee knowledge | 6. Other |
| 4. Insufficiently staffed | |

C. Curb-side Traffic Enforcement	5	4	3	2	1	0
----------------------------------	---	---	---	---	---	---

IF 2 OR 1 . . .

C1. Which of these reasons explains why you said that? (MULTIPLE RESPONSE)

- | | |
|---------------------------|--|
| 1. Employee attitude | 5. Employee's responsiveness to your needs |
| 2. Employee courteousness | |
| 3. Employee knowledge | 6. Other |
| 4. Insufficient presence | |

D. Traveler's Aid	5	4	3	2	1	0
-------------------	---	---	---	---	---	---

IF 2 OR 1 . . .

D1. Which of these reasons explains why you said that? (MULTIPLE RESPONSE)

1. Employee attitude
2. Employee courteousness
3. Employee knowledge
4. Insufficiently staffed

5. Employee's responsiveness to your needs
6. Other

E. Ticket counters & Gates	5	4	3	2	1	0
----------------------------	---	---	---	---	---	---

IF 2 OR 1 . . .

E1. Which of these reasons explains why you said that? (MULTIPLE RESPONSE)

1. Employee attitude
2. Employee courteousness
3. Employee knowledge
4. Insufficiently staffed

5. Employee's responsiveness to your needs
6. Other

F. Airport Ambassadors	5	4	3	2	1	0
------------------------	---	---	---	---	---	---

F1. Which of these reasons explains why you said that? (MULTIPLE RESPONSE).

1. Employee attitude
2. Employee courteousness
3. Employee knowledge
4. Insufficient presence

5. Employee's responsiveness to your needs
6. Other

G. Restaurants & Gift shops	5	4	3	2	1	0
-----------------------------	---	---	---	---	---	---

IF 2 OR 1 . . .

G1. Which of these reasons explains why you said that? (MULTIPLE RESPONSE)

1. Employee attitude
2. Employee courteousness
3. Employee knowledge
4. Insufficiently staffed

5. Employee's responsiveness to your needs
6. Other

H. Harbor Police	5	4	3	2	1	0
------------------	---	---	---	---	---	---

IF 2 OR 1 . . .

H1. Which of these reasons explains why you said that? (MULTIPLE RESPONSE)

1. Employee attitude
2. Employee courteousness
3. Employee knowledge
4. Insufficient presence

5. Employee's responsiveness to your needs
6. Other

I. Security check points	5	4	3	2	1	0
--------------------------	---	---	---	---	---	---

IF 2 OR 1 . . .

I 1. Which of these reasons explains why you said that? (MULTIPLE RESPONSE)

- | | |
|---------------------------|------------------------|
| 1. Employee attitude | 5. Employee's |
| 2. Employee courteousness | responsiveness to your |
| 3. Employee knowledge | needs |
| 4. Insufficiently staffed | 6. Other |

J. Ground transportation carriers	5	4	3	2	1	0
-----------------------------------	---	---	---	---	---	---

IF 2 OR 1 . . .

J 1. Which of these reasons explains why you said that? (MULTIPLE RESPONSE)

- | | |
|---------------------------|------------------------|
| 1. Employee attitude | 5. Employee's |
| 2. Employee courteousness | responsiveness to your |
| 3. Employee knowledge | needs |
| 4. Not enough carriers | 6. Other |

9. Thinking about your overall PAST experience with the San Diego International Airport. Would you say that TODAY, the Airport is: (READ CHOICES)

- | | |
|---------------------------|---------------------------|
| A. Significantly Improved | SKIP TO Q. 10 |
| B. Somewhat Improved | SKIP TO Q. 10 |
| C. About the Same | SKIP TO Q. 10 |
| D. Somewhat Worse | SKIP TO Q. 9A |
| E. Significantly Worse | SKIP TO Q. 9A |
| F. D/K | DO NOT READ SKIP TO Q. 10 |

9A. WHY? _____

10. If you could make one improvement in how the San Diego International Airport serves you, what would it be? _____ (PROBE)

IF Q. 4 IS OUT-OF-COUNTY, SKIP TO Q. 13

11. As a local resident, I am going to read a list of some major services the Port District provides. Some may apply to you and others may not. As I read each service, for the Port District OVERALL, if FIVE is VERY SATISFIED and ONE is VERY DISSATISFIED, please tell me how satisfied you are with the . . . ? (READ EACH, ROTATE)

	VERY SATISFD	4	3	2	VERY DISSATISFD	D/K
A. Management of San Diego International Airport	5	4	3	2	1	0
B. Operation of B Street Cruise Ship Terminal	5	4	3	2	1	0
C. Maintenance of parks alongside San Diego Bay	5	4	3	2	1	0

D. Protection of environment in San Diego Bay and tidelands	5	4	3	2	1	0
E. Management of commercial & industrial leases on Port lands	5	4	3	2	1	0
F. Management of boat moorings in the Harbor	5	4	3	2	1	0
G. Management of commercial shipping facilities in San Diego Bay	5	4	3	2	1	0
H. Law enforcement by Harbor Police	5	4	3	2	1	0

12. As you have just heard, the Port District provides many services to people in this region, Thinking OVERALL, how satisfied are you with the services provided by the San Diego Unified Port District? (READ CHOICES)

- | | |
|---------------------------------------|---------------------------|
| A. Very Satisfied | SKIP TO Q. 13 |
| B. Mostly Satisfied | SKIP TO Q. 13 |
| C. Neither satisfied nor dissatisfied | SKIP TO Q. 13 |
| D. Mostly Dissatisfied | SKIP TO Q. 12B |
| E. Very Dissatisfied | SKIP TO Q. 12B |
| F. D/K | DO NOT READ SKIP TO Q. 13 |

12B. WHY? _____

13. Now just a few last questions . . . What is your ZIP Code? _____

IF Q. 1 IS DEPARTURE, SKIP TO Q. 14

IF Q. 1 IS ARRIVAL, CONTINUE TO Q. 14A, OTHERWISE SKIP TO Q. 14

14A. Are you returning from a round trip?

- | | |
|--------------------------|---|
| A. YES | (If "YES", CONTINUE TO Q. 14) |
| B. NO, JUST ARRIVED HERE | (If "NO", SKIP TO Q. 15) |
| C. REF | DO NOT READ (If "REFUSED", SKIP TO Q. 15) |

14. Which ground transportation brought you to San Diego International Airport ?

- | | |
|------------------------|----------------|
| A. Dropped off | E. Rental car |
| B. Park & Ride service | F. Taxi |
| C. Shuttle | G. Other _____ |
| D. Parked in lot | |

15. Which category best represents your age? (SHOW CARD)

- | | | |
|----------------|------------|---------------|
| A. 25 or under | C. 36 - 45 | E. 56 or over |
| B. 26 - 35 | D. 46 - 55 | F. REFUSED |

16. Which category best represents your occupation? (SHOW CARD)

- | | | |
|-----------------|-------------------------|----------------|
| A. Managerial | D. Production/Technical | G. Agriculture |
| B. Professional | E. Service | H. Retired |
| C. Sales | F. Clerical | I. Other _____ |

17. Which income category represents your household's total combined annual income last year?
(SHOW CARD)

- | | |
|------------------------|--------------------------|
| A. Under \$10,000 | F. \$100,000 - \$119,999 |
| B. \$10,000 - \$19,999 | G. \$120,000 - \$139,999 |
| C. \$20,000 - \$39,999 | H. \$140K - \$159,999 |
| D. \$40,000 - \$59,999 | I. \$160K or more |
| E. \$60,000 - \$79,999 | J. REF/DK |
| F. \$80,000 - \$99,999 | |

On occasion, we contact respondents for quality control purposes. Can I have your FIRST name and an evening telephone number? **THIS IS STRICTLY CONFIDENTIAL.**

NAME: _____

NIGHT PHONE: _____

BY OBSERVATION

GENDER:	Male _____	Female _____
ETHNICITY:	Caucasian _____	Hispanic _____ Afri-Amer _____
	Asian _____	Other _____

Thank you for your cooperation today.

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SAN DIEGO INTERNATIONAL AIRPORT SURVEY

Traveler Information: (Please write-in or circle your responses)

Arriving from: _____ Departing to: _____ Number of Business Trips per year: _____ Number of Leisure Trips per year: _____
 Ground Transportation: Rental Car Shuttle Taxi Personal Drop-Off Other _____ Purpose of Trip: Business Lelsure Today's Airline: _____
 Type: Local Resident Out-of-Town Traveler Age: <25 26-35 36-45 46-55 56+

Please rate the Importance and your level of satisfaction with the following items:

		IMPORTANCE				SATISFACTION			
		Not Important	Somewhat Unimportant	Somewhat Important	Very Important	Unsatisfied	Somewhat Unsatisfied	Somewhat Satisfied	Very Satisfied
Clear, Easy to Follow Signs	NA	1	2	3	4	1	2	3	4
Ease of Reaching Departure Gates	NA	1	2	3	4	1	2	3	4
Efficiency of Ticket Counter	NA	1	2	3	4	1	2	3	4
Efficiency of Curb Side Check-In	NA	1	2	3	4	1	2	3	4
Efficiency of Security Check Points	NA	1	2	3	4	1	2	3	4
Quality and Variety of Restaurants	NA	1	2	3	4	1	2	3	4
Number/Variety of Shops/Newsstands	NA	1	2	3	4	1	2	3	4
Access to Ground Transportation	NA	1	2	3	4	1	2	3	4
Availability of Airport Parking	NA	1	2	3	4	1	2	3	4
Quality of Baggage Delivery	NA	1	2	3	4	1	2	3	4
Cleanliness of Airport	NA	1	2	3	4	1	2	3	4

What has been the most pleasant aspect of your airport experience today: _____

What has been the least pleasant aspect of your airport experience today: _____

Please use the reverse side to write any further suggestions or comments you may have.

Interviewer's Name: _____
 Completed on: _____ Weekday _____ Weekend Day _____
 Time of Day: _____ AM _____ PM



SANTA BARBARA PASSENGER SURVEY QUESTIONNAIRES

--	--	--	--	--	--	--	--	--

Santa Barbara Airport Revised Facilities Survey

Date: _____ Hour: _____ Location: _____ Survey Researcher: _____

1. On what airline are you flying today? (**Or meeting? Check _____) _____
2. What is your final destination today? City: _____ State: _____ Country: _____

*3. If the following retail or service items were available at the Santa Barbara Airport, how likely are you to purchase each item, where 10 is likely and 1 is not likely?

- | | | |
|----------------------------------|---------------------------------|-------------------------------------|
| a. Books: _____ | i. Gifts: _____ | q. Baseball caps: _____ |
| b. Cards: _____ | j. Music CDs/tapes: _____ | r. Sports/swim attire: _____ |
| c. Santa Barbara Products: _____ | k. Computer games: _____ | s. Golf equip/accessories _____ |
| d. Magazines/Newspapers: _____ | l. Computer Accessories: _____ | t. Toys: _____ |
| e. Clothes: _____ | m. Fax/copy service: _____ | u. Electronic gifts/gadgetry: _____ |
| f. Toiletries/sundries: _____ | n. ATM service: _____ | v. Valet parking: _____ |
| g. Sunglasses: _____ | o. Full service banking: _____ | w. Car wash: _____ |
| h. Luggage: _____ | p. Internet/Power access: _____ | x. Other: _____: _____ |

***4. How likely are you to purchase the following meals at any airport, with 10 being likely:

- a. Breakfast: _____ b. Lunch: _____ c. Snack: _____ d. Dinner: _____

***5. If the following food or beverage items were available at the Santa Barbara Airport, how likely would you be to purchase each of them? Again 10 is likely, 1 is not likely:

- | | | |
|-----------------------------------|---------------------------------|----------------------------------|
| a. Specialty coffee/tea: _____ | h. Salad bar: _____ | o. Chinese: _____ |
| b. Cold drinks: _____ | i. Popcorn/nuts/pretzels: _____ | p. Hot dogs: _____ |
| c. Alcoholic drinks: _____ | j. Candy: _____ | q. Breakfast rolls/bagels: _____ |
| d. Ice cream/frozen yogurt: _____ | k. Hamburgers: _____ | r. Full service breakfast: _____ |
| e. Fast food: _____ | l. Mexican: _____ | s. Juice bar/fruit: _____ |
| f. Full service sit-down: _____ | m. Pizza: _____ | t. Seafood: _____ |
| g. Sandwich/deli/sub: _____ | n. Pasta/Italian: _____ | u. Sports bar: _____ |
| v. Other: _____: _____ | | |

6. How important do you think it would be to have a play area for children? (10 is important): _____

7. Overall, how would you rate the Santa Barbara Airport? (10 is good): _____

8. Are you a resident of the greater Santa Barbara area? (Goleta to Carpinteria) Yes No

***If "No": 9. Where do you live? _____

10. What is your occupation? _____

11. What is your age range: < 17 18-24 25-34 35-49 50-64 65 and over

12. Gender (not asked): Male Female

Thank you for your help.

Santa Barbara Airport Passenger Service Survey

Date: _____ Hour: _____ Location: _____ Survey Researcher: _____

1. On what airline are you flying today? (***) Or meeting? Check _____ → Q.14
2. Did you come to the airport from, a private residence, hotel . . . ? (Circle)
- a. Private Residence b. Hotel/motel c. Your Business d. Another business
- e. School f. Other (Specify) _____
3. Is that in Santa Barbara? (Where?) City: _____ State: _____
4. What is your final destination today? City: _____ State: _____ Country: _____
5. What type of ground transportation did you use to get to the airport today? (Circle one)
- a. Taxi b. Own vehicle c. Hotel shuttle d. Bus e. Friend/Family f. Other: _____
6. Did you check baggage with the airline today?
- a. No; Carry-on: _____ b. Yes, Curb side; N of bags: _____ c. Yes, Ticket Counter; N of bags: _____
7. How many times have you flown from this airport in the last 12 months, including today's flight? _____
8. Was that generally for: a. Business: _____ b. Pleasure: _____ c. Both: _____ d. Other: _____
9. Was your flight booked by a travel agent? a. Yes b. No ***If "No," How? _____
10. In the last 12 months, how many flights have you flown into SBA as your final destination? _____
11. On a 10-point scale, how much would you like having each of the following cities as nonstop destinations from Santa Barbara Airport? 10 is very much, and 1 is not at all.
- a. Seattle: _____ b. Houston: _____ c. Sacramento: _____ d. Dallas/Fort Worth: _____
- e. Oakland: _____ f. Portland: _____
12. How many people accompanied you into the terminal today? _____
13. How much time before the flight did you arrive? _____
- *** 14. I'd like to ask you to rate some of the airport facilities and services on a 10-point scale, where 10 is good, and 1 is poor:
- a. Curb side traffic flow: _____ b. Parking facilities: _____ c. Curb side check-in: _____
- d. Passenger check-in: _____ e. Flight information monitors: _____ f. Flight reliability: _____
- g. Waiting room: _____ h. Rest rooms: _____ i. News Stand: _____ j. Food facilities: _____
- k. Baggage claim area: _____ l. General airport cleanliness: _____
15. Overall, how would you rate the Santa Barbara Airport? (10 is good): _____
16. What do you like best about SBA? (Exact quote)

17. If you could make one improvement at SBA, what would it be?

18. Have you seen or heard advertising for the Santa Barbara Airport on any of the following? (Check each)

a. Newspaper: _____ b. Magazine: _____ c. Radio: _____ d. Bus billboard: _____ e. TV: _____ f. Other: _____

19. What is your occupation? _____

20. What is your age range: < 17 18-24 25-34 35-49 50-64 65 and over

21. Gender (not asked): Male Female

Thank you for your help.



PALMDALE AIRPORT SURVEY QUESTIONNAIRE

--	--	--	--	--	--	--	--	--

PALMDALE AIRPORT SURVEY

Hello, my name is _____ and I'm calling on behalf of GRA, a public opinion research firm. We're conducting a survey concerning some important issues facing residents in your area and we'd like to get your opinions, it should just take a few minutes of your time.

~~~~~

(Please ask to speak with youngest male in household over 18 years old. If not available, proceed to youngest female over 18 years old)

I. Are you 18 years old or older? (IF UNDER 18 ASK:) Is there someone in the household who is at least 18 years old that I can speak with? (IF NOT, THANK AND TERMINATE)

- Yes (CONTINUE) ----- 1  
No (TERMINATE) ----- 2  
Don't Know/No Answer (TERMINATE) ----- 3

II. What is the zip code at your home address?

#### DON'T READ

- 90272 (CONTINUE) ----- 1  
90290 (CONTINUE) ----- 2  
91001 (CONTINUE) ----- 3  
91011 (CONTINUE) ----- 4  
91020 (CONTINUE) ----- 5  
91040 (CONTINUE) ----- 6  
91042 (CONTINUE) ----- 7  
91201 (CONTINUE) ----- 8  
91208 (CONTINUE) ----- 9  
91214 (CONTINUE) ----- 10  
91301 (CONTINUE) ----- 11  
91302 (CONTINUE) ----- 12  
91303 (CONTINUE) ----- 13  
91304 (CONTINUE) ----- 14  
91307 (CONTINUE) ----- 15  
91311 (CONTINUE) ----- 16  
91316 (CONTINUE) ----- 17  
91321 (CONTINUE) ----- 18  
91324 (CONTINUE) ----- 19



|                        |    |
|------------------------|----|
| 91325 (CONTINUE) ----- | 20 |
| 91326 (CONTINUE) ----- | 21 |
| 91331 (CONTINUE) ----- | 22 |
| 91335 (CONTINUE) ----- | 23 |
| 91340 (CONTINUE) ----- | 24 |
| 91342 (CONTINUE) ----- | 25 |
| 91343 (CONTINUE) ----- | 26 |
| 91344 (CONTINUE) ----- | 27 |
| 91346 (CONTINUE) ----- | 28 |
| 91350 (CONTINUE) ----- | 29 |
| 91351 (CONTINUE) ----- | 30 |
| 91352 (CONTINUE) ----- | 31 |
| 91354 (CONTINUE) ----- | 32 |
| 91355 (CONTINUE) ----- | 33 |
| 91356 (CONTINUE) ----- | 34 |
| 91362 (CONTINUE) ----- | 35 |
| 91364 (CONTINUE) ----- | 36 |
| 91367 (CONTINUE) ----- | 37 |
| 91381 (CONTINUE) ----- | 38 |
| 91384 (CONTINUE) ----- | 39 |
| 91401 (CONTINUE) ----- | 40 |
| 91402 (CONTINUE) ----- | 41 |
| 91406 (CONTINUE) ----- | 42 |
| 91423 (CONTINUE) ----- | 43 |
| 91436 (CONTINUE) ----- | 44 |
| 91504 (CONTINUE) ----- | 45 |
| 91505 (CONTINUE) ----- | 46 |
| 91506 (CONTINUE) ----- | 47 |
| 91604 (CONTINUE) ----- | 48 |
| 91605 (CONTINUE) ----- | 49 |
| 91606 (CONTINUE) ----- | 50 |
| 92301 (CONTINUE) ----- | 51 |
| 92371 (CONTINUE) ----- | 52 |
| 92372 (CONTINUE) ----- | 53 |
| 92397 (CONTINUE) ----- | 54 |
| 93015 (CONTINUE) ----- | 55 |
| 93021 (CONTINUE) ----- | 56 |
| 93063 (CONTINUE) ----- | 57 |
| 93065 (CONTINUE) ----- | 58 |
| 93225 (CONTINUE) ----- | 59 |
| 93501 (CONTINUE) ----- | 60 |
| 93510 (CONTINUE) ----- | 61 |
| 93516 (CONTINUE) ----- | 62 |
| 93523 (CONTINUE) ----- | 63 |
| 93532 (CONTINUE) ----- | 64 |
| 93534 (CONTINUE) ----- | 65 |







3. Of the (CATI EQUATION) roundtrips you made last year, how many trips were (READ CHECKED ITEM FIRST):\_\_\_\_\_.

ROTATE

**Record  
Number**      **Refused  
DK/NA**

- ( ) A. Strictly for business ----- \_\_\_\_\_ -----999  
 ( ) B. Strictly for non-business travel ----- \_\_\_\_\_ -----999  
 ( ) C. A mix of business and non-business travel ----- \_\_\_\_\_ -----999

3-A1. (ASK IF 4 OR MORE BUSINESS TRIPS IN '3A' + '3C') What airline do you use most often to make business trips?

- Alaska -----1  
 American/American Eagle -----2  
 Delta -----3  
 Northwest -----4  
 Southwest-----5  
 United/United Shuttle -----6  
 USAir-----7  
 Other-----8

3-A2. (ASK IF 4 OR MORE BUSINESS TRIPS IN '3A' + '3C') What airline do you use the second most often to make business trips?

- Alaska -----1  
 American/American Eagle -----2  
 Delta -----3  
 Northwest -----4  
 Southwest-----5  
 United/United Shuttle -----6  
 USAir-----7  
 Other-----8  
 No other airline -----9

4. Of the (CATI EQUATION) roundtrips you made in the last 12 months, how many of those trips started by leaving from (READ CHECKED ITEM FIRST):\_\_\_\_\_ (CATI: IF NUMBER IN Q.4 SERIES IS GREATER THAN NUMBER OFFERED IN Q.2, GO BACK OVER QUESTION SET)



ROTATE

Record  
Number      Refused  
                    DK/NA

- ( ) A. Los Angeles International Airport (LAX) ----- 999  
 ( ) B. Burbank Airport ----- 999  
 ( ) C. Ontario Airport ----- 999  
 ( ) D. Palmdale Airport ----- 999  
 ( ) E. Bakersfield Airport ----- 999  
 ( ) F. John Wayne Airport in Orange County ----- 999

5. When you flew out of (CATI: LIST AIRPORTS SELECTED IN Q4), what airport was your most frequent destination?

(RECORD RESPONSE) ----- (ASK 5A)

(INTERVIEWER PROBE FURTHER IF RESPONDENT INDICATES ANY OF THE LOS ANGELES AREA AIRPORTS LISTED IN Q.4 AS A FREQUENT DESTINATION: "Was this airport your final destination or a connecting airport for the flight that took you to your final destination?" MAKE SURE RESPONDENT INDICATES ONLY A FINAL DESTINATION AIRPORT, NOT A CONNECTING AIRPORT)

Refused ----- 998 (SKIP TO 7)  
 Don't Know ----- 999 (SKIP TO 7)

5-A. How many times did you fly to this airport?

(RECORD RESPONSE) -----  
 (CATI, RESPONSE MUST BE LESS THAN TOTAL FOR Q.4 SERIES)  
 Refused ----- 998  
 Don't Know ----- 999

6. Also over the last 12 months, what was the second most frequent final destination airport you flew to?

(RECORD RESPONSE) ----- (ASK 6A)  
 Only the airport I already mentioned ----- 997 (SKIP TO 7)  
 Refused ----- 998 (SKIP TO 7)  
 Don't Know ----- 999 (SKIP TO 7)



6-A. How many times did you fly to this airport?

(RECORD RESPONSE) -----  
(CATI, RESPONSE MUST BE LESS THAN TOTAL FOR Q.4-Q.5)  
Refused ----- 998  
Don't Know ----- 999

**Let's talk about your (CATI: BUSINESS/PERSONAL) travel (GO TO 7A FOR BUSINESS OR 7B FOR PERSONAL; RESPONDENT ANSWERS ONLY 7A OR 7B, THEN GO TO 8).**

7A. You might consider a number of factors when choosing an airport for a business trip. Of the following factors, I'd like to know how important each factor is to you when you decide which airport to use for a business trip.

Here's the (first/next) one: \_\_\_\_\_ is this factor very important, somewhat important, not too important or not at all important to you when you decide which airport to fly from?

| ROTATE                                                                                                     | Very<br>Imp | Swt<br>Imp | Not<br>Too<br>Imp | Not<br>At All<br>Imp | (DON'T<br>READ)<br>DK/NA |
|------------------------------------------------------------------------------------------------------------|-------------|------------|-------------------|----------------------|--------------------------|
| ( )A. The airport takes less time to travel<br>to than other airports-----                                 | 1 -----     | 2 -----    | 3 -----           | 4 -----              | 5                        |
| ( )B. The airport offers jet planes instead<br>of turbo-prop planes -----                                  | 1 -----     | 2 -----    | 3 -----           | 4 -----              | 5                        |
| ( )C. The airport and its parking lots<br>feel safe to you-----                                            | 1 -----     | 2 -----    | 3 -----           | 4 -----              | 5                        |
| ( )D. The airport offers long term parking<br>that is less expensive than other<br>airports -----          | 1 -----     | 2 -----    | 3 -----           | 4 -----              | 5                        |
| ( )E. The airport offers business<br>services such as faxes, internet<br>access, and business lounges----- | 1 -----     | 2 -----    | 3 -----           | 4 -----              | 5                        |
| ( )F. The airport offers frequent flights<br>to your destination-----                                      | 1 -----     | 2 -----    | 3 -----           | 4 -----              | 5                        |
| ( )G. Your favorite airline flies out of<br>the airport-----                                               | 1 -----     | 2 -----    | 3 -----           | 4 -----              | 5                        |
| ( )H. The route to the airport is not normally<br>heavily congested at the times that<br>I fly -----       | 1 -----     | 2 -----    | 3 -----           | 4 -----              | 5                        |
| ( )I. Flights from the airport are cheaper<br>than at other airports-----                                  | 1 -----     | 2 -----    | 3 -----           | 4 -----              | 5                        |
| ( )J. The airport has parking that is<br>close to the gate for your flight -----                           | 1 -----     | 2 -----    | 3 -----           | 4 -----              | 5                        |



- ( )K. The airport quickly delivers your baggage after landing ----- 1 ----- 2 ----- 3 ----- 4 ----- 5
- ( )L. The airport offers non-stop flights to your destination ----- 1 ----- 2 ----- 3 ----- 4 ----- 5
- ( )M. The airport has food services and retail stores ----- 1 ----- 2 ----- 3 ----- 4 ----- 5
- ( )N. The airport requires only a short walk to the gate for your flight ----- 1 ----- 2 ----- 3 ----- 4 ----- 5
- ( )O. The airport offers flights that depart at convenient times ----- 1 ----- 2 ----- 3 ----- 4 ----- 5

7B. You might consider a number of factors when choosing an airport for a personal or recreational trip. Of the following factors, I'd like to know how important each factor is to you when you decide which airport to use for a personal or recreational trip.

Here's the (first/next) one: \_\_\_\_\_ is this factor very important, somewhat important, not too important or not at all important to you when you decide which airport to fly from?

- | ROTATE                                                                                         | Very<br><u>Imp</u> | Swt<br><u>Imp</u> | Not<br>Too<br><u>Imp</u> | Not<br>At All<br><u>Imp</u> | (DON'T<br>READ)<br><u>DK/NA</u> |
|------------------------------------------------------------------------------------------------|--------------------|-------------------|--------------------------|-----------------------------|---------------------------------|
| ( )A. The airport takes less time to travel to than other airports -----                       | 1 -----            | 2 -----           | 3 -----                  | 4 -----                     | 5                               |
| ( )B. The airport offers jet planes instead of turbo-prop planes -----                         | 1 -----            | 2 -----           | 3 -----                  | 4 -----                     | 5                               |
| ( )C. The airport and its parking lots feel safe to you -----                                  | 1 -----            | 2 -----           | 3 -----                  | 4 -----                     | 5                               |
| ( )D. The airport offers long term parking that is less expensive than other airports -----    | 1 -----            | 2 -----           | 3 -----                  | 4 -----                     | 5                               |
| ( )E. The airport offers frequent flights to your destination -----                            | 1 -----            | 2 -----           | 3 -----                  | 4 -----                     | 5                               |
| ( )F. Your favorite airline flies out of the airport -----                                     | 1 -----            | 2 -----           | 3 -----                  | 4 -----                     | 5                               |
| ( )G. The route to the airport is not normally heavily congested at the times that I fly ----- | 1 -----            | 2 -----           | 3 -----                  | 4 -----                     | 5                               |
| ( )H. Flights from the airport are cheaper than at other airports -----                        | 1 -----            | 2 -----           | 3 -----                  | 4 -----                     | 5                               |
| ( )I. The airport has parking that is close to the gate for your flight -----                  | 1 -----            | 2 -----           | 3 -----                  | 4 -----                     | 5                               |
| ( )J. The airport quickly delivers your baggage after landing -----                            | 1 -----            | 2 -----           | 3 -----                  | 4 -----                     | 5                               |
| ( )K. The airport offers non-stop flights to your destination -----                            | 1 -----            | 2 -----           | 3 -----                  | 4 -----                     | 5                               |



- ( )L. The airport has food services and retail stores----- 1 ----- 2 ----- 3 ----- 4 ----- 5
- ( )M. The airport requires only a short walk to the gate for your flight ----- 1 ----- 2 ----- 3 ----- 4 ----- 5
- ( )N. The airport offers flights that depart at convenient times ----- 1 ----- 2 ----- 3 ----- 4 ----- 5

8. Now let's talk about your travel over the last 12 months. You said you've made (CATI FROM Q. 2) roundtrips on an airplane since last (CATI: date 12 months ago).

How many of these trips took you to destinations: \_\_\_\_\_?

- ( )A. In California----- (ASK SUBQUESTION IF 1 OR MORE)
- ( )B. In the Southwest----- (ASK SUBQUESTION IF 1 OR MORE)
- ( )C. In the Midwest ----- (ASK SUBQUESTION IF 1 OR MORE)
- ( )D. On the East Coast ----- (ASK SUBQUESTION IF 1 OR MORE)
- ( )E. Outside the United States- (ASK SUBQUESTION IF 1 OR MORE)
- ( )F. In Hawaii ----- (ASK SUBQUESTION IF 1 OR MORE)

8-A1. (ASKED FOR ALL Q.8 DESTINATIONS WHICH RESPONDENT USED AT LEAST ONCE) When you fly to (CATI FROM ABOVE), would you say choosing a non-stop flight to this destination is very important, somewhat important, not too important or not at all important?

|                      | <u>9A</u> | <u>9B</u> | <u>9C</u> | <u>9D</u> | <u>9E</u> | <u>9F</u> |
|----------------------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very Imp -----       | 1 -----   | 1 -----   | 1 -----   | 1 -----   | 1 -----   | 1 -----   |
| Somewhat Imp-----    | 2 -----   | 2 -----   | 2 -----   | 2 -----   | 2 -----   | 2 -----   |
| Not Too Imp -----    | 3 -----   | 3 -----   | 3 -----   | 3 -----   | 3 -----   | 3 -----   |
| Not At All Imp ----- | 4 -----   | 4 -----   | 4 -----   | 4 -----   | 4 -----   | 4 -----   |
| DK/NA -----          | 5 -----   | 5 -----   | 5 -----   | 5 -----   | 5 -----   | 5 -----   |

**Now I'll ask a few questions for comparison purposes.**

A. In what year were you born?

|                      |   |
|----------------------|---|
| 1974 and after ----- | 1 |
| 1969 to 1973 -----   | 2 |
| 1964 to 1968 -----   | 3 |
| 1959 to 1963 -----   | 4 |
| 1954 to 1958 -----   | 5 |
| 1949 to 1953 -----   | 6 |
| 1944 to 1948 -----   | 7 |
| 1939 to 1943 -----   | 8 |



1934 to 1938 ----- 9  
1933 and before ----- 10  
(DON'T READ) Refused ----- 11

B. What was your total household income in 1997 before taxes?

Under \$20,000 ----- 1  
\$20,000 to \$39,999 ----- 2  
\$40,000 to \$59,999 ----- 3  
\$60,000 to \$79,999 ----- 4  
\$80,000 to \$99,999 ----- 5  
\$100,000 or more ----- 6  
(DON'T READ) Refused ----- 7

**Thank you very much for participating in our study!**

C. Respondent's Sex

Male ----- 1  
Female ----- 2

NAME \_\_\_\_\_ PHONE \_\_\_\_\_

DATE OF INTERVIEW \_\_\_\_\_ VALIDATED BY \_\_\_\_\_

INTERVIEWER \_\_\_\_\_ NUMBER \_\_\_\_\_